

# AMERICAN GAS ASSOCIATION

MAY  
1950





All aboard for sales of automatic gas water heaters in 1950! Gas industry "engineers" above have jumped on board the Court of Flame "train." Continuing through September 30, 1950, the drive is sponsored by gas water heater division, GAMA, and supported by A. G. A. national advertising

- |   |  |   |
|---|--|---|
| (1) Frank N. Seitz, Southern California Gas Co.                         | (16) Arnold G. Bur, Wisconsin Public Service Corp.                                       | Gas Company   |
| (2) H. D. Valentine, The Peoples Gas Light and Coke Company             | (17) J. E. Kern, assistant manager, Pacific Coast Gas Association                        | (29) John S. McElwain, The Peoples Natural Gas Company  |
| (3) Christy Payne, Jr., vice-president, The Peoples Natural Gas Company | (18) E. J. Boothby, president, Washington Gas Light Company                              | (30) Harold Massey, assistant managing director, Gas Appliance Manufacturers Association                      |
| (4) Frank M. Foster, Southern California Gas Co.                        | (19) J. P. Hutchinson, Lawson Manufacturing Co.  | (31) H. Leigh Whitelaw, managing director, Gas Appliance Manufacturers Association                            |
| (5) W. L. Hayes, Montana-Dakota Utilities Co.                           | (20) D. S. Whamond, A. O. Smith Corporation  | (32) Hugh H. Cuthrell, president, American Gas Association and vice-president, The Brooklyn Union Gas Company |
| (6) J. O. Jackson, United Gas Corporation                               | (21) Ronald A. Malony, executive vice-president, The Bridgeport Gas Light Company        | (33) H. Carl Wolf, managing director, American Gas Association  |
| (7) Roy E. Wright, NEGEA Service Corporation                            | (22) D. A. Hulcy, vice-president, American Gas Association, president, Lone Star Gas Co. | (34) John W. West, Jr., assistant managing director, American Gas Association                                 |
| (8) L. L. Baxter, president, Arkansas Western Gas Company               | (23) H. Preston Morehouse, Public Service Electric and Gas Company                       | (35) Stanley C. Gorman, sales promotion director, "Court of Flame" campaign, GAMA                             |
| (9) Wayne L. Hutcheson, The Manufacturers Light and Heat Company        | (24) C. H. Horne, vice-pres., Alabama Gas Corp.  | (36) Buell Duncan, vice-president, Orlando Division, South Atlantic Gas Company                               |
| (10) J. F. Donnelly, A. O. Smith Corporation                            | (25) Robert W. Hendee, president, Colorado Interstate Gas Company                        | (37) Norman R. Millard, Boston Consolidated Gas Company   |
| (11) Leland M. Feigel, Servel, Inc.                                     | (26) W. D. Williams, Public Service Electric and Gas Company                             | (38) John H. Wood, John Wood Company  |
| (12) Fred D. Bradley, Southern Union Gas Co.                            | (27) John J. Quinn, vice-president, Boston Consolidated Gas Company                      |   |
| (13) W. M. Jacobs, vice-president, Southern California Gas Company      | (28) Joseph A. Reynolds, The Brooklyn Union  |   |
| (14) W. H. Ligon, president, Nashville Gas & Heating Company            |  |   |
| (15) Raymond J. Vandagriff, Laclede Gas Co.                             |  |   |



This month's cover: UP and up and up the natural gas tank go this gauger and his shadow. Photo, Rosskam, Standard Oil (N.J.)

**G**AS is here to stay, as Vice-President Mitchell points out this month. But whether it continues as the dominant fuel it is today depends largely upon the industry itself. . . . Addressing the A. G. A. Mid-West Regional Gas Sales Conference, Julius Klein notes a narrowing gap between gas and electric range sales. His stimulating attack on this basic issue should make helpful reading for gas men in all fields. . . . Growing pressure of competition, the need for new approaches to operating, industrial and commercial, sales and accounting matters, are noted in reports of five major conferences. Nearly 2,500 experts at these meetings exchanged practical data, exhibiting intense interest in committee and luncheon sessions. One chairman, illustrating the spirit that has guided the industry's progress in the past, discarded the term "problem." Instead, he defined each new issue as "just another job that we must do in the most efficient manner." . . . Certainly, greater efficiency will be required in the era ahead; like the American air force, the gas industry can not afford to become second best. . . . Coordinated effort and planning, spearheaded by A. G. A., must keep the gas industry strong!

JAMES M. BEALL  
MANAGER, PUBLICATIONS  
JAC A. CUSHMAN  
EDITOR  
RICHARD F. MULLIGAN  
ART SUPERVISOR

EDITORIAL OFFICES:  
AMERICAN GAS ASSOCIATION  
420 LEXINGTON AVE., NEW YORK 17, N.Y.

## CONTENTS FOR MAY 1950

### FEATURES

NOTES AND QUOTES FROM A. G. A. CONFERENCES . . . . .	2
PHILADELPHIA STORY ON LIGHT-UPS—by C. S. Hazel . . . . .	5
ELECTRONICS FOR ACCOUNTING—by J. B. Jeming . . . . .	9
DOOR-BELLS OPEN THE WAY TO SALES—by George F. Mitchell . . . . .	11
SPRING STYLE SHOW . . . . .	13
THE GAP IS CLOSING—WHERE DO WE GO FROM HERE?—by Julius Klein . . . . .	14
ANNUAL REPORTS SHOW GAS PROGRESS . . . . .	16
ATMOSPHERIC GAS BURNERS—by Earl J. Weber . . . . .	17
CREDIT AND COLLECTION EXPERIENCE . . . . .	19

### SECTIONS

ACCOUNTANTS ON PARADE . . . . .	20
THREE-DAY PROGRAM MAKES HIT (INDUSTRIAL & COMMERCIAL) . . . . .	25
DETROIT CONFERENCE EXCELS (OPERATING) . . . . .	28
MID-WEST CONFEREES INSPIRED (RESIDENTIAL) . . . . .	33
PITTSBURGH SALES-TALK (RESIDENTIAL) . . . . .	35

### DEPARTMENTS

INDUSTRIAL RELATIONS ROUND-TABLE . . . . .	37
INDUSTRY NEWS . . . . .	38
OBITUARY . . . . .	46
PERSONAL AND OTHERWISE . . . . .	47
ASSOCIATED ORGANIZATION ACTIVITIES . . . . .	49
CONVENTION CALENDAR . . . . .	59
PERSONNEL SERVICE . . . . .	60

THE MONTHLY IS INDEXED BY THE INDUSTRIAL ARTS INDEX

VOL. 32

NO. 5

• Subscription \$3.00 a year - Published eleven times a year by the American Gas Association, Inc. Publication Office, American Building, Brattleboro, Vt. Publication is monthly except July and August which is a bi-monthly issue. Address all communications to American Building, Brattleboro, Vermont, or to 420 Lexington Ave., New York 17, N. Y. All manuscript copy for publication should be sent to the editorial offices in New York. The Association does not hold itself responsible for statements and opinions contained in papers and discussions appearing herein. Entered as Second Class Matter at the Post Office at Brattleboro, Vermont, Feb. 10th, 1922, under the Act of March 3, 1879. Cable addresses: American Gas Association, "Amerigas, New York"; American Gas Association Testing Laboratories, "Amerigaslab, Cleveland."

# Notes and quotes from G

## A.G.A. DISTRIBUTION, MOTOR VEHICLES & CORROSION CONFERENCE

**GORDON G. DYE**, Southern California Gas Company—"Extended periodic meter change programs offer an especially good opportunity to gas companies to reduce operating and maintenance expenses. Under relatively good gas conditions this proposition is particularly attractive because it can be accomplished without materially sacrificing meter performance or adversely affecting service to customers."

**JOHN C. TAYLOR**, Michigan Consolidated Gas Company—"... conversion of a low pressure system to medium pressure is advantageous when a large increase in the house heating load is anticipated."

**HUGO WAHLQUIST**, Ebasco Services, Inc., declared that experts agree it is uneconomical to completely protect a bare pipeline cathodically. Best method, he said, is to protect only the known "hot spots" on the line. Ninety-five percent of the corrosion can be stopped this way at a small portion of the cost of completely protecting the pipeline.

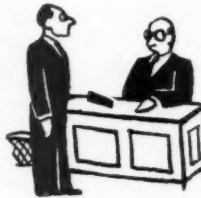
**R. H. BUSSARD**, Washington Gas Light Company—"A very important man in the conversion picture is your customer contact employee. If he is not given proper understanding of the problem before the job begins, in many cases he can very easily create customer reluctance to accept the 'new' gas, and he may cause unnecessary service requests and special investigations."



**F. G. SANDSTROM**, Consolidated Edison Co. of New York, Inc., reported an unusual example of cooperation between gas companies. Anticipating arrival of natural gas in the New York metropolitan area, five utilities formed a joint committee to prepare one general design specification for distribution facilities.

**A. B. LAUDERBAUGH**, The Manufacturers Light & Heat Company—"When you don't understand your corrosion engineer's 'long-haired' discourse, ask him to explain the problem by comparing it to the operation of a flash light battery."

**LESLIE A. BRANDT**, The Peoples Gas Light & Coke Company—"When making the selection of a supervisor—make a good job of it—get all the help you can from other members of management and from your personnel department. Review the candidate's past record carefully and don't choose him for the job only because he has seniority or is the most technically skilled workman. Give decided weight to whether or not in your judgment he has leadership qualities or will develop them."



## NATIONAL CONFERENCE OF ELECTRIC & GAS UTILITY ACCOUNTANTS

**W. T. HAMILTON**, The Cleveland Electric Illuminating Company—"... emphasis by management on cost reduction, productivity, cost consciousness, and economy mindedness may produce the greatest challenge and opportunity for internal auditing to establish itself as one of the most effective tools of management."

**J. RHOADS FOSTER**, New York University—"The recent approach to rate regulation regards accounting as a device for controlling economic enterprise, not as a mere aid to regulation. It has invested accountancy with an ill-advised potency."

**C. F. MCCARTHY**, New York attorney—"The head of the tax department of a utility must be a man who is a good salesman, a student of tax law, and a good accountant. In some wide-flung industrial empires, the head might preferably be a lawyer; but in the utility industry as income taxes are usually the most important, he should in most cases be an accountant."

**HUGH H. CUTHRELL**, president, American Gas Association—"The accountant has an important place in all efforts at fair rate making. We know that to the extent that the accountant and the industry as a whole do their jobs well, we shall have less and less need for strict governmental regulation."

**L. R. QUAD**, Public Service Electric and Gas Co.—"If your collection raiment is protective and designed to permit of alternations as needed; if you wear your raiment with a feeling of confidence and the effect is pleasant and acceptable to your friends, the cus-



# from G.A. conferences

*Paraphrasing the late Will Rogers, there are only three kinds of people: those going to conferences; those attending conferences, and those returning from conferences*

tomers; if your raiment still does not present an expenditure disproportionate to your income—then you have 'collections tailored to your measure.' ”

## A.G.A. INDUSTRIAL & COMMERCIAL GAS SALES CONFERENCE

**DON NICHOLS**, *Ahrens Publishing Company*—“... the kitchen equipment dealer is here to stay. . . . It is my humble opinion that when you encourage and work with him, you make a friend of the man who can, more so than anyone else, increase your commercial gas load.”

**FRANK C. SMITH**, president, *Houston Natural Gas Corporation*—“The forecast for gas air conditioning is for a horizon as wide and high as we choose to make it. In a sentence, commercial air conditioning is the greatest and most profitable class of new load building available to the gas utility industry today—and tomorrow.”

**W. H. LIGON**, president, *Nashville Gas & Heating Company*—“... industrial and commercial selling is just hard down-to-earth facts. The owner or operator of a business is interested only in that appliance or fuel which will help him make more profit through speed, cleanliness, low cost, a better product, more uniform production or flexibility.”

**GEORGE F. MITCHELL**, president, *The Peoples Gas Light & Coke Company*—“The history of civilization, culture and industry puts the flame before everything else, even before the wheel. Man learned to use a flame to warm himself, to cook his meals, and later to fashion his tools and weapons. In spite of what has been said about the stone age, the iron age, and other ages and eras—the flame era came

first. For my part the flame era is still here and it shows no sign of diminishing. In fact the gas flame era is growing stronger.”

**CHARLES C. EELES**, *The Ohio Fuel Gas Company*—“Good gas equipment, when properly installed and operated, has a very favorable safety record. Consequently we must refuse to let existing or prospective customers be persuaded that less hazardous operating conditions may be obtained through the use of competitive heating methods.”

## A.G.A. EASTERN NATURAL GAS REGIONAL SALES CONFERENCE

**A. W. CONOVER**, president, *Equitable Gas Company*—“The development and administration of a consistent industry promotion program . . . is a task involving all who work for the company from the meter reader to the president.”



**JAMES E. WEST**, *Washington Gas Light Company*—“The real challenge to gas company and industry alike is the entire home-building market, of which multiple housing is but a segment. . . . Of highest importance is a carefully conceived, comprehensive promotional policy

covering all new-home construction.”

**HAROLD MASSEY**, assistant managing director, *Gas Appliance Manufacturers Association*—“The great power and prestige of the utility companies must be utilized to the utmost to put over the automatic gas clothes dryer. It opens up a new interest, a new market and a new profit opportunity. The product is right, the time is right, and the market is receptive.”

## A.G.A. MID-WEST REGIONAL GAS SALES CONFERENCE

**FRANK C. SMITH**, president, *Houston Natural Gas Corporation*—“Member companies of A.G.A., through their contributions to the PAR Plan and program, are waging the best fight that men and available money can buy, not only to maintain but also to improve their positions and assure public realization of the superiority of gas and gas appliances. . . .

“This fight goes on with fair promise of success. Its fairest promise lies in a unanimous adoption of the PAR Plan and support of the program by all members of the industry. *Spread the word and speed the day!*”

*According to JAMES F. OATES, JR., chairman, The Peoples Gas Light & Coke Co., the gas industry's salesmen are the field men who make competition work. Lack of competition, he held, is a cancer at the heart of the European nationalistic system.*

## Keep the pilot lighted during summer months

(moving thermostat setting to lowest position)

- ✓ Heating equipment will be kept in better condition
- ✓ Heat is available at once during damp and cold summer days
- ✓ No delay in starting heater next fall
- ✓ Avoid lighting charge of \$2.50

THE PHILADELPHIA GAS WORKS COMPANY



# Philadelphia story on light-ups

By C. S. HAZEL

*The Philadelphia Gas Works Co.  
Philadelphia, Pa.*

Along with the increased number of gas house heaters on our lines, there began to develop several years ago what appeared to be one of our most difficult servicing problems, namely that of answering customers' requests to start up or service their heaters in time for the first cool weather in the fall.

During the years when the saturation of house heaters was under about five percent, this fall load was quite manageable, and practically every service request was visited the same day it was received. As to policy, our company services virtually all gas appliances in Philadelphia and the practice at that time was to shut off and start house heaters at no charge, at the request of customers, in accordance with our regular no-charge policy.

*The problem*—As the saturation of heaters increased beyond five percent, this early fall lighting and servicing load began to grow difficult to handle under our policy of visiting complaints of no heat the same day the customer called in, a policy we desired to continue. It became apparent that the manpower required over peak days in September and October, even working long hours at overtime, was growing all out of proportion to the manpower required to handle the house heater servicing load the balance of the season, even through the cold weather months.

This condition was developing even though we had been teaching customers to light their own heaters for a number of years, and after sending letters to customers year after year urging those who wished us to light heaters, to notify us early in the season. Admittedly our attempt to teach customers met with only limited success. In spite of our publicity urging everyone to have us light heaters early,

customers by the thousands would still wait until the first cold snap to call in. Nevertheless they expected service the same day.

The period of September and October, generally speaking, is our busiest season of the year for other types of service work. With the fast-growing house heater lighting peak superimposed on these other peaks, a terrific burden was being thrown on our customers service department. Not only did the service on house heaters begin to suffer, because of delays, but servicing all along the line on other appliances began to suffer as well. As a result, the time was close at hand when prompt and proper service could not be given on any class of work.

The load on our telephone service board at the first sign of cool weather likewise began to grow all out of proportion to the additional house heaters coming on our lines. It was also clear in this department of the company that, unless something were done to stem the tide of calls on peak days, telephone facilities would have to be increased greatly just to care for a few days in the year.

*Selling a new idea*—In attempting to solve the problems mentioned, it was decided in 1948, as an experiment, to promote the idea of customers leaving their house heater pilots lighted the year round.

All departments of the company that dealt directly with the customer on matters pertaining to house heater service, such as sales, commercial, customers service, telephone service, public relations, and others, cooperated to the fullest extent. Since this large segment of the company would be affected one way or another, the plan finally decided upon was the result of the combined effort of all of the departments involved.

It was felt from the very beginning that just any kind of hit or miss plan of publicity would not do in selling this idea to our customers. The matter of wording and format of letters and notices, along with timing these communications to reach the customer at the right psychological moment, would be important.

Our experience to date certainly has borne out the wisdom of having the full cooperation of all departments,

Presented at A. G. A. Distribution, Motor Vehicles and Corrosion Conference in Detroit, April 8-5, 1950.

EXHIBIT A

# IMPORTANT TO GAS HEATING CUSTOMERS

Last spring, we made two suggestions to our house heating customers which were appreciated by those who adopted them. The suggestions were:

1. TO KEEP THE PILOT LIGHTED DURING SUMMER MONTHS, and
  2. TO MOVE THERMOSTAT SETTING TO LOWEST POSITION instead of shutting heater off in the spring.
- We are again recommending that these suggestions be followed this year. The advantages to you are:
1. HEATING EQUIPMENT WILL BE KEPT IN BETTER CONDITION.
  2. HEAT IS AVAILABLE AT ONCE DURING DAMP AND COLD SUMMER DAYS.
  3. NO DELAY IN STARTING HEATER NEXT FALL.
  4. AVOID LIGHTING CHARGE OF \$2.50.

For those customers who do not prefer to allow the pilot to remain lighted during the summer months, we will only be able to light the heaters at no charge provided we are notified by August 20 and are permitted to light them as soon as possible after that date.

Next heating season, for all requests to light heaters received after August 20, it will be necessary for us to make a charge of \$2.50 per job with no assurance that it will be possible to respond to calls promptly.

Due to the very large number of gas house heaters in use, it will be impossible for us to light heaters with any degree of promptness after the first cold weather.

THE PHILADELPHIA GAS WORKS COMPANY

EXHIBIT B—Front and back views

THE PHILADELPHIA GAS WORKS COMPANY  
PHILADELPHIA, APRIL 25, 1949

Last spring, we made two suggestions to our house heating customers which were appreciated by those who adopted them. The suggestions were:

1. KEEP THE PILOT LIGHTED DURING SUMMER MONTHS, and
2. MOVE THERMOSTAT SETTING TO LOWEST POSITION instead of shutting heater off in the spring.

We are again recommending that these suggestions be followed this year. The advantages to you are:

1. HEATING EQUIPMENT WILL BE KEPT IN BETTER CONDITION.
2. HEAT IS AVAILABLE AT ONCE DURING DAMP AND COLD SUMMER DAYS.
3. NO DELAY IN STARTING HEATER NEXT FALL.
4. AVOID LIGHTING CHARGE OF \$2.50.

The very large number of gas heaters installed makes it impossible for us to light the heaters prior to the first cold weather unless this work is started in mid-summer.

A charge of \$2.50 will be made to light heater if request is made after August 20.

The advantages are found to more than offset the relatively slight cost of keeping the pilot lighted during the summer months, and we hope that you will follow our suggestion.

Very truly yours,  
THE PHILADELPHIA GAS WORKS COMPANY

EXHIBIT C

THE PHILADELPHIA GAS WORKS COMPANY  
PHILADELPHIA, AUGUST 1, 1949

Early last spring, we urged all gas heating customers to allow the heater pilot to remain lighted during the summer months, since certain advantages could be gained, as outlined in our letter at that time.

A very large portion of our customers followed this suggestion and if you allowed your heater pilot to remain burning, we suggest

**THAT YOU CHECK THE OPERATION NOW**

by moving the thermostat lever to a point well above the house temperature indicated by the thermometer and see if your heater operates normally. Should it fail to operate, move thermostat lever to the lowest point and notify us at once, rather than wait until heat is needed.

If you did not keep the pilot on during the summer months, but are accustomed to lighting your own heater, we suggest

**THAT YOU LIGHT THE HEATER NOW**

and check its operation, as indicated above. If it does not operate satisfactorily, please call us at once.

If you desire us to light your heater, we will do so without charge provided we are notified by August 20 and are permitted to do the work as soon as possible after that date. It will be necessary, for us to make a charge of \$2.50 to light a gas heater when the request is received by us after August 20, with no assurance that it will be possible for us to complete this work without as much as a week's delay. After your heater is lighted, we will continue to service it without charge, as in the past.

By following the procedure outlined above, we believe that all gas house heaters in Philadelphia will be placed in operation in time for the cold weather.

Very truly yours,  
THE PHILADELPHIA GAS WORKS COMPANY

EXHIBIT D

## COMPARISONS OF SERVICE VISITS, PILOTS LEFT ON, ETC., MAY 15 TO NOVEMBER 1 1947 (Former Plan)

Vs.

1948 and 1949 (New Plan)

	1947	1948	1949
Heaters in Use, September 1	30,626	39,726	50,379
Shut Off	6,968	1,968	2,008
Lights--No Charge (To August 20)	13,189	3,638	4,213
Lights--\$2.50 (After August 20)	----	1,153	1,346
Service Calls	7,166	13,263	12,539
Combined Total Calls (S. O.'s, Lights, Service Calls)	27,323	20,022	20,106
% of Customers Visited	.89	51	40
% of Pilots Lighted Year Round	5	55	70
Estimated Reduction in Visits Over Former Policy	----	15,400	24,600

and having the selling job well planned from start to finish before putting it into effect.

Since we were actually selling the customer on the idea of spending some money for pilot gas during summer months, naturally some advantages to the customer had to be offered in return. These advantages were:

- (1) Heating equipment will be kept in better condition.
- (2) Heat is available at once during damp and cool summer days.
- (3) No delay in starting heater next fall.
- (4) Avoid the lighting charge of \$2.50 if customer desires the company to light the heater after August 20 (previous to 1948, lighting was free regardless of the date of request and under this new plan, lighting would still be free if the request were made prior to August 20).

The charge of \$2.50 for requests received after August 20 to light heaters, was not instituted for the purpose of securing revenue, but was primarily for the purpose of bringing in lighting requests early in order that the orders could be completed in time for cool weather. So far this charge has accomplished its purpose. In 1949 out of 5,559 total lighting requests, 4,213 were received prior to August 20 and only 1,346 were received after that date.

Throughout our customer communications (Exhibits A, B, C, and D) there was considerable repetition. After having used this technique for two years, we now are finding that some of our customers can repeat almost verbatim the contents of these letters.

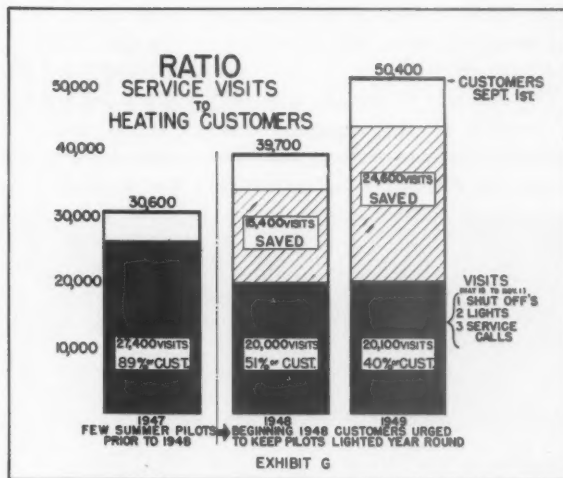
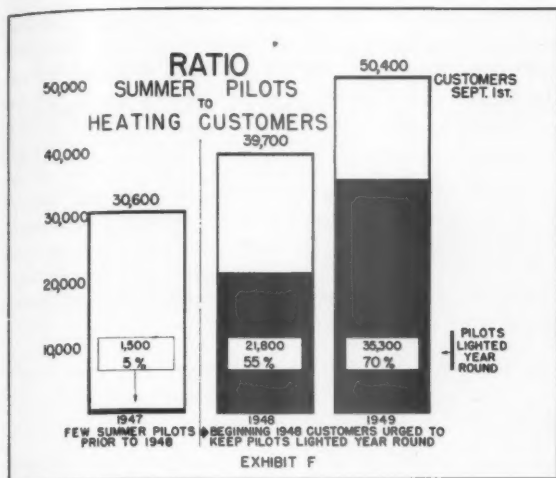
It was not expected that many customers with more than one pilot on their heating equipment would follow this plan, but there are so few heaters of this type in Philadelphia, that multi-pilot heaters were no obstacle in the way of promoting this plan.

**New customers**—At the time a new heater is inspected and started off initially by our company representative, customers in general readily accept the suggestion of leaving the pilot lighted all year, very much the same way that continuously burning pilots are accepted on automatic water heaters and top burners of ranges.

**Publicity**—Our publicity material consists of four communications to customers:

*Exhibit A* is sent around April 25, just prior to the time most people be-





gin to think about shutting off the pilot. As a personal gesture, these letters are addressographed individually and sent by first class mail.

*Exhibit B* is a follow up of the April 25 letter. It is a bill stuffer sent along with gas bills in the month of May as a reminder.

*Exhibit C* is sent around August 1 and instructs the customer what to do, whether or not the pilot was left burning during the summer months. This letter is also addressographed individually and sent by first class mail.

*Exhibit D* is an important postcard reminder and is mailed to each heating customer the day following Labor Day.

This communication was sent to heating customers for the first time in 1949, in order to fulfill a need which was apparent from our 1948 experience—namely, to further urge customers to check the operation of their heaters well in advance of the time for cool weather. The more "no heat" complaints that are 'phoned in during August and early September as the result of customers finding out that service is needed, as the result of attempting to try out their equipment, the better off it is for everyone over the peak load. The chances are that most of the "no heat" complaints that can be cleared up by this method while the weather is still warm, will mean that many less "no heat" complaints on the peak day.

This notice was mailed September 6. The week following September 6 approximately 1,700 calls of "no heat" came to our attention while the weather was still warm, as a result of this postcard reminder.

Results in 1948, which was the first year the plan was tried, were more favorable than anything we had expected. It was decided therefore in 1949 to continue this plan as a permanent policy.

The question of high bills may be properly raised in discussing the results of a plan of this kind, but actually high bill complaints were so few compared to the advantages from an operating standpoint, that they were considered negligible.

The plan has been helpful three ways.

### Service maintained

First, our customer relations have not been affected over this most trying season of the year. This was due to our ability to maintain practically normal service by visiting customers' orders the same day the call came in, unless the customer requested otherwise. This condition was made possible due to the fact that the ratio of calls to heating customers diminished sharply over the fall peak as compared to previous years. Also, telephone traffic and service calls did not grow to emergency proportions, even though the number of house heating customers greatly increased. Naturally overtime was heavy on the busy days.

On the former basis of advocating that pilots be shut off in the spring and relighted in the fall, after house heating installations exceeded five percent saturation, prompt service such as this could not have been given except by unduly expanding our telephone facilities and our service organization at

great expense, in order to handle traffic for only a few days in the year.

This particular result scarcely can be measured in figures or graphs. But without the plan many customers would have been greatly annoyed because of delays on the 'phone and waiting several days for service, when prompt service is most urgently desired by everyone. From the customer relations standpoint this advantage of being able to give prompt service is, of course, the most important one.

*Second* was reduction in service visits. Exhibit E shows some interesting data comparing service visits in 1947, under the former plan of advocating that pilots be shut off in the summer, with 1948 and 1949 when it was advocated that pilots be left burning. These data relate to visits to customers' homes for shutting off, lighting, servicing, percentage of customers visited, percentage of pilots that remained lighted the year round and the estimated reduction in visits made possible by the new plan, between May 15 and November 1.

Exhibit F shows the relation of the number of pilots left on in the summer to the number of heating customers. The first year of the plan approximately 55 percent of the pilots were left on the year round. The second year this number increased to 70 percent.

Exhibit G shows the relation of the number of service visits to heating customers. When all but about five percent of the heaters were shut off during the summer, we would visit in the neighborhood of 89 percent of our customers

in the course of shutting off, relighting and servicing heaters between May 15 and November 1.

The first year of the new plan only 51 percent of our customers were visited during the same period. The second year this figure was further reduced to 40 percent, which in turn represented an estimated saving in visits of 15,400 the first year and 24,600 the second year. The substantial reduction in service visits over the first

year was due in no small measure to the ease of selling new house heating customers the idea that pilots should be left burning the year round.

Third result was that heating equipment kept in better condition. The first summer this plan was in effect a study was made of 100 identical heaters, 50 with pilots shut off and 50 with the pilots left burning. In the late spring just before the start of the test, all outside jackets were removed and

the sections were thoroughly cleaned. Just prior to placing these heaters in service in the early fall, the outside jackets were removed again and the sections carefully examined. Results showed that heaters with the pilots left on all summer were in better condition. Scarcely any scale fell on the burners after the heaters were brought on for the first time, whereas scale "rained down" on the burners on those heaters with the pilots shut off during the summer.

## New advertisements directed to management

### a PAR activity

**AN ENTIRELY NEW** advertising approach designed specifically for management executives has been worked out by the Association's Industrial and Commercial Gas Copy Committee. Fundamental purpose of the new campaign is to emphasize the expanding role of gas fuel in industry. Advertisements in the series will appear exclusively in *Business Week*, *Modern Industry* and *Factory* magazines, starting with the March issues.

According to the committee chairman, J. P. Leinroth, Public Service Electric & Gas Co., Newark, N. J., the illustrations are de-

signed to stop the reader and stimulate his imagination on potential uses of gas in his own business. The series is also planned to challenge management on the broad capabilities and superior efficiencies of gas as an all-purpose industrial fuel. Usually high readership ratings have been noted for the new advertisements.

The Association's technique of centering its major effort on the case history approach to industrial gas advertising has been consistently successful in the past and will continue to be used in advertisements scheduled for other publications.

Extensive studies have shown that top

management exercise great influence in equipment purchasing decisions and that business titles do not limit the responsibilities of executive personnel. The committee's analysis of the management publications to be used has also revealed diversified interests of the readers in contrast with the sharply defined subject matter of A. G. A. industrial gas advertisements appearing in these magazines.

First advertisement in the series centers attention on one phase of the transportation industry. The second advertisement deals with gas applications in the communications field. Subsequent messages will cover sports, food and agriculture, science, and other subjects.

When you put a River to work...  
**GAS is on the job to help you**



**FIRST YOU HAVE A RIVER.** But you're going to put it to work. It will be a water highway to carry raw materials and finished products to and from thousands of plants within reach of its port cities. In this vast industrial empire Gas will be applied to an endless number of heat-producing operations. But Gas will also perform countless other tasks to help you put your river to work because:

**YOU NEED TOWERS.**—the work-horses of river transportation. As a production tool in ship building Gas takes over essential jobs: cutting pipe, bending, straightening, rolling of wire for electric systems, heating billets for die-casting, annealing, case-hardening gears of speed-reducers. And Gas has other applications—many of them in large buildings because you need:

**BURNERS TO CARRY YOUR GOODS.**—the giant cargo bottoms which transport so many millions of tons of raw materials and finished products. Gas lines for liquid carriers are the products of Gas. And Gas saves the stresses in pressure vessels for other chemicals. Structural shapes and plates are cut by Gas, and fabricated after heating by Gas. This essential fuel is vital, also, for:

**YOUR COMMUNICATIONS AND NAVIGATION.**—because modern river transportation depends on scientific advances in ship-to-shore telephone and radio. In research, in metallurgical processes, for manufacturing operations, Gas is the most efficient and flexible heating medium, applicable as well:

**FOR YOUR PRODUCTION-PROCESSING.**—in any field. The uses of Gas in turning rivers into water highways only emphasize the diversified tasks in which Gas serves industry. There's always a way to do production-line heating with Gas—economically alone is a good reason why you should consult your Gas Company Representative.

**AMERICAN GAS ASSOCIATION**  
420 LEXINGTON AVENUE, NEW YORK 17, NEW YORK

ONE THING IS TO GAS

**Here Are The World's Sights and Sounds which GAS helps bring into your home**



**DISTANCE IS NO OBSTACLE** to the engineers who work with sights and sounds. Miles are merely a challenge calling for improved methods and means of transmission. Here, in the development of these modern systems of communication, Gas continues to play another of its major roles as an industrial processing fuel.

**IN RADIO AND TELEVISION** the versatility of Gas is well demonstrated. The familiar tubes in receiving sets, the picture-screens of television, the giant tubes at transmitter stations—these are products of Gas-fired, glass or flame tanks, forming molds, oven machines, and annealing ovens. In addition, the miles of copper wire, the thousands of filaments, and the myriad heat-treated parts of a radio or television set were processed in one of the many Gas-fired units in the production line.

**FOR TELEPHONE AND CABLE** manufacturing the use of Gas is so common that it's frequently overlooked. Baking, annealing, de-aerating, laminating are just a few of the many ways in which manufacturers apply Gas. Yet these processes emphasize the virtually unlimited opportunities for efficient heat-processing with Gas.

**PHOTOGRAPHY AND PRINTING,** two other methods of bringing you the world's sights and sounds, have at least one common bond. In the manufacture of cameras and photographic materials, and in the printing of newspapers and magazines, Gas has always been an important factor—essential in mechanical, chemical, and physical operations. To enumerate each application is unnecessary but it's in these widely varied fields of communication that the versatility of Gas is demonstrated.

**FOR ANY INDUSTRIAL APPLICATION** in the manufacture of communications equipment, metal products, textiles, chemicals, foods, the advantages of Gas can be readily proved. There's always a way to do production-line heating simply and economically with Gas—call your Gas Company Representative for help with your problem.

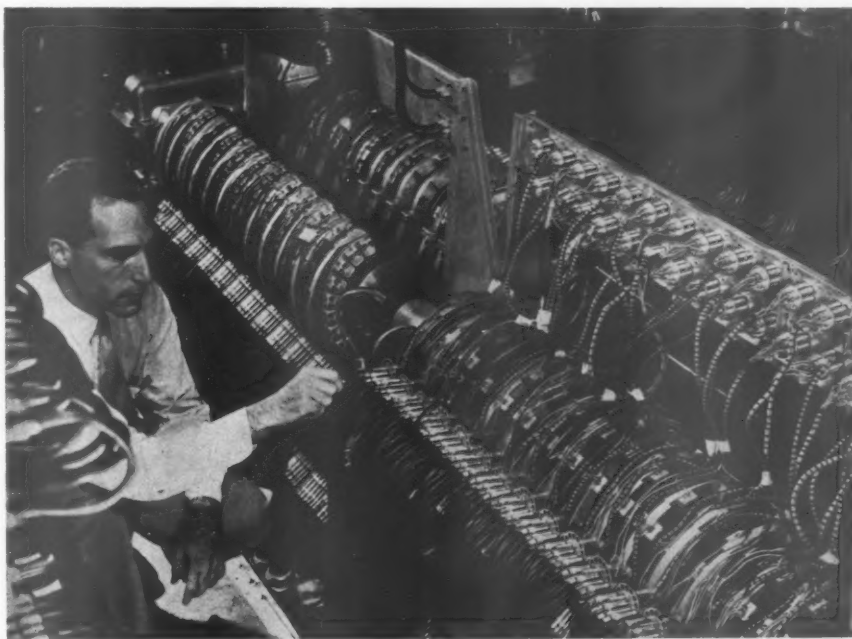
**AMERICAN GAS ASSOCIATION**  
420 LEXINGTON AVENUE, NEW YORK 17, N. Y.

ONE THING IS TO GAS

First two advertisements in 1950 A. G. A. industrial gas series directed specifically to management with messages on gas as an all-purpose industrial fuel

# Electronics for accounting

*Great strides  
have been made in  
development of  
"electronic memories"*



By J. B. JEMING

Consultant

New York, N. Y.

Something better can still be accomplished in the field of business accounting. The big possibilities lie in the direction of combining machines and systems into mechanized systems; or better still, in tailoring such mechanized systems to the requirements of an individual business.

Perhaps an illustration will clarify this thought. Whatever the accounting system, there is the job of adding a column of figures. The job can be done better with an adding machine than without it. But the adding machine does not alter the accounting system. Figures have to be classified by various accounts—this can be done by hand posting or columnar sheets, though punch cards

can do the job better but not necessarily at lower cost. In "Mark Sensed" meter reading, discussed at Detroit last year, there is an attempt to develop the mechanized system. In this instance several steps in the accounting process are tied together by automatic mechanical devices.

Difficulties of attaining the goal of completely mechanized accounting systems were many. But the most important were the difficulty of obtaining tailor-made machines for each particular accounting operation and the relatively high cost of mechanization in time and money. The past tense is used intentionally in talking about these difficulties. The money spent on research and development during the war has opened the door to tailor-made mechanized accounting systems which can be built economically.

Greatest strides in this respect were made in electronics and more particularly in the use of "magnetic memories." Most of the technical problems connected with these advances were solved before the war but the actual application

of the know-how to the job of handling a mass of figures was not fully developed until the end of the war in building the large special purpose computers such as the "Mark III."\* This machine is essentially an adaption of component parts previously in existence but refined, improved, and modified and built into a mechanical system tailored to fit the Navy's requirements for a high-speed super calculator.

The machine uses a perforated tape which is a modification of a punch card. Holes in the tape, as in a punch card, close electrical contacts and cause the machine to operate accordingly. Electronic tubes incorporated into the machine have been used for years in radios, and more recently in electronic multipliers and timers.

The magnetic memory is an adaptation of the tape recorder used in phonographs for recording sound. To accomplish what has been done in building the "Mark III" and other similar machines has taken a lot of time and money but the results are here to stay.

Present electronic machines are not in

Abridged version of talk presented at National Conference of Electric and Gas Utility Accountants in Louisville, Ky., April 17-19, 1950.

\* Photo of Mark III "memory cylinders" at top of page courtesy Harvard University and Time Magazine (see Time, January 23, 1950).

more general use because the first ones are extremely complicated and therefore expensive. They are also special-purpose mechanized systems designed for mathematical research. More important, there has not been time enough for their possibilities to become generally recognized.

This is a good point to explore the potentialities of a modern mechanized accounting system, especially one coupled to an electronic memory, and see what it could do. Before doing this some criteria should be set up to prevent us from losing sight of the economics.

Essentially, the electronic mechanized system, no matter how perfect from the

engineer's point of view, would have to meet these conditions first:

(1) Mechanization should not increase existing costs of the accounting operations.

(2) There should be a minimum requirement for retraining of accounting personnel.

(3) There should be ample provision for expansion of operation at little or no additional cost.

(4) There ultimately should be savings in the cost of accounting.

(5) Accounting efficiency and accuracy should be improved.

(6) Reports should be rendered at least as promptly as under existing operations.

(7) Desired statistical summarization should be made available as a by-product of normal accounting operations.

It is not a mere hope that these criteria can be met; the new advances are more than promising. Of course, each business would have special situations to meet in satisfying these conditions.

Let's visualize what can be accomplished by electronics by analyzing the major components of an accounting system.

Any accounting system must have its source of information, its means of transmitting such information, classifying it, and finally summarizing and reporting the results. In the electronic system the source information need be recorded only at the original source by means of a transmitter—a device no more complicated than an ordinary adding machine and requiring no more training to operate.

The next major component is the electrical circuit, wiring and switching equipment which will automatically bring the source information recorded by the transmitter to the desired central office or offices. This part of the new system is completely automatic and requires no personnel training. Its maintenance requirement is essentially that of an ordinary telephone circuit.

The third major component consists of the central office recording apparatus. It is here that the new advances come into full play.

Information coming into the central office is routed to the proper accounts, double entries in both general and subsidiary ledger are made, and statistical and control data gathered in their required categories, all automatically. The information is then posted automatically in the magnetic memories. If multiplication is required along the way, the electronic tubes do that automatically, too.

If the memories are thought of as ordinary journals, general and subsidiary ledgers, call them micro-journals and micro-ledgers, then it will be easy to visualize the information contained in them and the form in which the information is instantaneously available.

The micro-journal and micro-ledgers differ from the ordinary accounting medium only in that the record is electrical. The very fact that it is electrical makes possible the (Continued on page 52)

## Utah crowds swamp gas heating quotas



Not a line-up for World Series baseball tickets, but part of a crowd waiting in the early morning hours to apply for gas house heating when restrictions were partially lifted in Salt Lake City, Utah—a dramatic example of the public's high regard for gas as a space heating fuel

**HISTORY'S BIGGEST LINE-UP** in Salt Lake City, Utah, resulted this March when Mountain Fuel Supply Company received permission to release gas for residential space heating purposes to 2,250 old homes on the system and 2,550 new homes.

The event was reported at length and photographed by the daily press. A large photograph taking up nearly half of the front page of the March 18 *Desert News*, local newspaper, showed nearly 5,000 heat-hungry citizens queued up two, three and four-abreast in a giant line that wound around three city blocks. Veteran police officers called it by far the biggest line the city had ever seen. Record crowds of 2,000 and nearly 3,000 were noted in two other Utah communities. According to the Salt Lake Telegram, more than

9,000 persons jammed the fuel company's various offices.

More than a year had passed since the Utah public service commission temporarily restricted gas house heating. Consequently, residents took no chances of being left out of the quotas assigned this March. The big line-up started on a windy night with the temperature dipping to the freezing point. First-comers brought sleeping bags and stretched out full length on the sidewalk. Others huddled on camp stools or folding chairs. On opening day, clerks in the Salt Lake City office filed a total of 620 applications during the first hour and 45 minutes.

According to J. D. Roberts, vice-president in charge of distribution, Mountain Fuel Supply Co., the quotas were oversubscribed 150 percent in five days.



Vigorous local efforts needed  
in the industrial & commercial fields

# Door-bells open the way to sales

By GEORGE F. MITCHELL\*

President, The Peoples Gas Light  
and Coke Co., Chicago, Ill.

My personal opinion is that gas really has got it. I think I can prove it by means of historical background, industry opinion, and what they think about gas outside the industry.

We do not use our product to push, to pull, nor to haul; neither do we use it as a building material. We light it and get a flame. The history of civilization, culture and industry puts the flame before everything else, even before the wheel.

Man learned to use a flame to warm himself; to cook his meals, and later to fashion his tools and weapons. In spite of what has been said about the stone age, the iron age, and other ages and eras—the flame era came first. For my part the flame era is still here and it displays no signs of diminishing. In fact the gas flame era is growing stronger.

The gas companies in Baltimore, Washington and Rochester have been in business for more than 100 years, and I believe there are several others in this category. This year The Peoples Gas Light and Coke Company is going to celebrate the one hundredth anniversary of gas service in Chicago. Every one of those 100 years shows progress, and there are no visible signs that we are losing ground or going backward. I am sure the same thing can be said for the other companies mentioned.

Ours is a service industry, and no industry has rendered greater service to our nation than the gas industry. We grew up together and we are still growing together. Our service has been so reliable that our customers have taken it for granted that it always would be avail-

able by a simple flick of the wrist. We in the industry, however, must never take it for granted that our customers will not try some other form of service.

I have been told that our industry as a whole is extremely weak in maintaining adequate coverage of commercial accounts. One of my associates has estimated that for the industry as a whole, competitors knock four times at the door of our commercial customer for each lit-

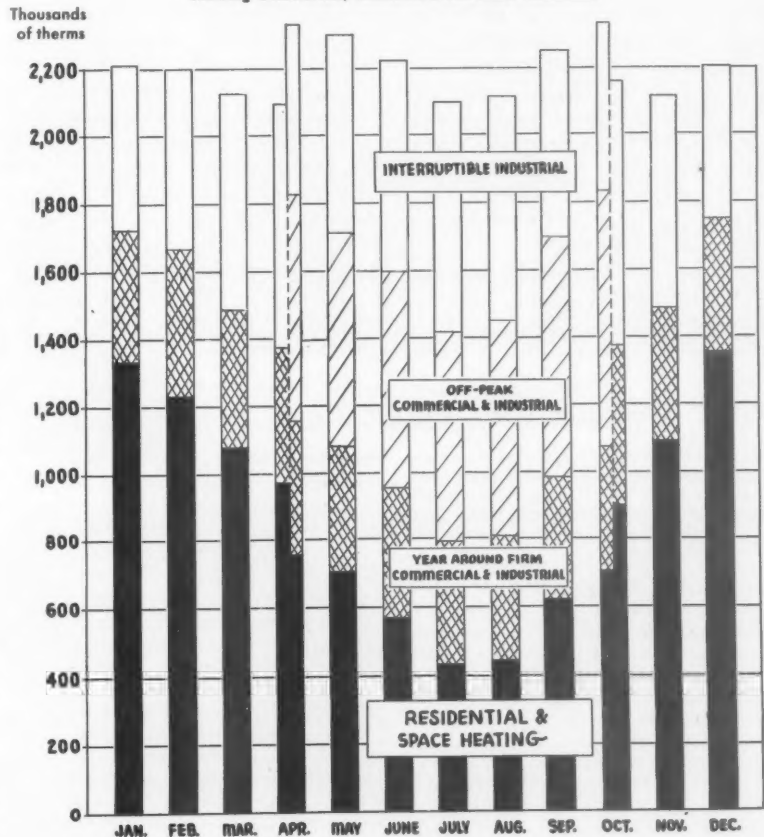
tle knock that we register. In view of the many difficult problems that confront us, little time should be allotted to the solution of this one. All that is required is sufficient suitable manpower, which certainly is available. If you search through your organization I am sure you will find some hidden talent which can do this job.

We are aware of the concerted drive on the part of the electric utilities and appliance manufacturers in the direction of

## THE PEOPLES GAS LIGHT AND COKE COMPANY

### AVERAGE DAILY SENDOUT

Showing Commercial, Industrial & All Other Businesses



\* Second vice-president, American Gas Association.  
Abridged version of paper presented at A. G. A. Sales Conference on Industrial and Commercial Gas, St. Louis, Mo., April 4-6, 1950.

counter appliances such as toasters, waffle irons, griddles and deep fat fryers. The advantages of electric appliances, if any, stem from inherent disadvantages which we face in the gas business. These are the necessity for adequate venting, the need for fuel runs, provision for ignition, and the prevention of excessive radiation.

Unlike the manpower difficulty, these problems demand painstaking research and development work—all requiring the expenditure of time, money and effort. The PAR Plan of the Association is designed to help solve these problems. The Industrial and Commercial Section is taking an active part in PAR work.

We have lost some business in the past which we should not have lost, and we shall lose some business in the future which we should not lose, largely as a result of inadequate selling effort on the part of the gas industry. So much for the background. After all, we are not too much interested in the past, except that portion which has taught us how to proceed in the future.

Based upon data taken from A. G. A. "Gas Facts" for 1948, commercial and industrial establishments comprised 6.9 percent of the customers of the gas industry in the United States in 1932; 6.9 percent in 1940; and 7.5 percent in 1948. During this 16-year period, they have grown in number slightly faster than the industry's customers as a whole. Yet industrial and commercial gas customers remain a small minority. Only one customer in 14 is classified as either commercial or industrial.

Commercial and industrial customers

are, however, much more important to the nation's gas industry than their numbers indicate. From 1932 to 1948 these customers:

(a) Paid a growing part of the total gas revenues: 25 percent in 1932; 38 percent in 1948.

(b) Supplied half of the \$857 million increase in the industry's annual gas revenues.

(c) More than doubled their per customer contribution to the industry's gas revenue, compared to a 27 percent increase in gas revenue per residential customer. In 1948 the average annual gas revenue of \$360 per commercial and industrial customer was more than seven times the average of \$47 per residential customer.

### Figures encouraging

These figures certainly indicate the direction in which our business has been headed since 1932. They seem especially encouraging for the industrial and commercial gas load.

Turning to Chicago for more detailed information than is available at the national level, we find that commercial and industrial sales have favorable load factors. Here the average month's volume for year-round firm commercial and industrial sales is 89 percent of the peak month, about the same as the 88 percent for residential sales other than space-heating, but much better than the 44 percent for space heating. The average day for this business is 79 percent of the peak day, versus 70 percent for residen-

tial other than space-heating and 26 percent for space heating.

The table on page 11 shows the relative size and greater seasonal uniformity of the year-round firm commercial and industrial load compared to the residential and space-heating loads in Chicago. It shows also how the off-peak firm commercial and industrial business fills the summer valley in our send-out and how interruptible industrial sales increase the load factor on our gas supply capacity throughout the year.

Our year-round firm commercial and industrial sales were 2.9 times as great in 1949 as in 1932, and the total commercial and industrial sales, including off-peak and interruptible, were 3.4 times as great. It must be borne in mind that the commercial and industrial load is more susceptible to loss in times of depression than the residential load, and that the off-peak and interruptible loads are taken on at relatively low rates per therm.

Sales of interruptible industrial and of off-peak firm commercial and industrial gas are, of course, sales of surplus gas not taken by firm customers who are entitled to use gas all year round. This interruptible and off-peak business requires relatively little investment. Rates for this business are designed to get the maximum profit from the available business. It is highly competitive and we must be careful not to price ourselves out of the market. The profits made from it are substantial and, of course, help to keep down the prices of gas sold to our firm residential, commercial and industrial customers. (Continued on page 51)

## Don't overlook the "magic catalysts"

● Excerpts from "New England—The New Natural Gas Frontier, Ratewise and Otherwise," presented by Robert E. Ginna, vice-president, Rochester Gas & Electric Corp., at the 1950 annual meeting of New England Gas Association in Boston, Mass., on March 24.

**T**HE HOME SERVICE DEPARTMENT, the meter readers, your customer relations and service board and service counter people all must be fully posted on what your gas shop and/or the outside conversion agency is doing on the customer's premises and the reason for speed in making the conversion to natural gas.

From a customer information and relations point of view, I guarantee that you will be amazed at the lack of understanding by your own people of the questions arising

from the problems involved in making the conversion.

Do not underestimate or belittle the knowledge of your customers and their interest in the why and wherefore of what is being done to their appliances. Do not send just one letter advising of the conversion event to come but rather spell it out in the newspapers and follow up with descriptive and explanatory broadsides. Yes, include a sketch descriptive of the burner-orifice adjustments and even include a colorful picture of the gas flame "before" and "after." Believe me, such relatively minor precautions will materially avoid the bad after-conversion taste of the realization that the customers, and your employees, had not received as much in-

formation as they should have had to understand the conversion problems.

Make clear to your contact people the matter of under-gassed and over-gassed burners, the cause of pilot outages, the why of poor top-burner ignition, the different character of the manufactured gas flame and the natural gas flame. The matter of street and house-pressures, particularly where regulators are involved, should be explained.

And above all be sure to allay the inevitable concern of the customers over the quality of this new and—to them—unknown natural gas. Yes, even tell them the reason for adding an odorant to it.

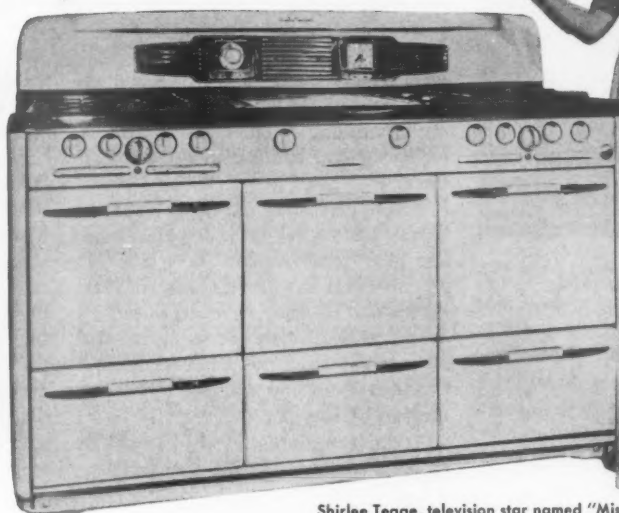
Do not neglect or minimize these public-relations aspects and concepts for they are truly magic catalysts.

a PAR activity

# Spring Style Show



W. H. Kurdelski, chairman, A. G. A. Gas Laundry Equipment Committee, addressing Milwaukee meeting



Shirlee Tegge, television star named "Miss Spring Style Show of 1950," points out conveniences of modern gas range at Pacific Coast meeting

"Miss Spring Style Show" at West Coast meeting with assistants from American Gas Association, Pacific Coast Gas Association, Southern California Gas Co., and Pacific Gas & Electric Co.



Manufacturer and gas company representatives who helped to put across the special Spring Style Show meeting sponsored by Alabama Gas Corporation

Large display of new gas appliances which was a popular feature at Spring Style Show meeting in Toronto, Canada, attended by about 250 executives





The author (right) and assistant dramatizing the need for strong action to protect the gas industry's lead in the domestic range field

By JULIUS KLEIN

Vice-President  
Caloric Stove Corp.  
Philadelphia, Pa.

# The gap is closing

ment of the entire competitive subject, whether it be gas ranges, gas water heaters, gas driers, or other gas appliances, obviously must be handled along similar lines.

Before presenting the facts, I want to confess that my subject is becoming more and more controversial. The reason can be traced back to a diversification of ideas on the part of many segments of our industry as to how we are to handle this all-out fight. I feel this is healthy because it proves strong and sustained interest on the part of everyone.

I get over-enthusiastic when I think of all the advantages gas has over competi-

ture of less than 100,000 in 1933 to a production figure of 1,600,000 is a phenomenal increase. And, of course, this is a cooking load that has been taken away from the gas industry. During the first three months of 1949, the electric range industry claimed shipping figures of standard electric ranges within 95 percent of standard gas ranges shipped during the same period. Many people have felt that the electric industry, because they quote only shipping figures, were overloading their pipelines of supply at the time. They may be right because final figures for 1949 show that the gas range industry has shipped almost twice

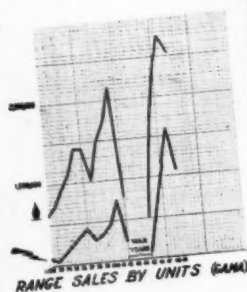


FIG. 1

## FIRST 10 NATIONAL RANGE ADVERTISERS

1948	1949
1. ELECTRIC	GAS
2. ELECTRIC	ELECTRIC
3. GAS	ELECTRIC
4. GAS	ELECTRIC
5. ELECTRIC	GAS
6. GAS	GAS
7. ELECTRIC	ELECTRIC
8. ELECTRIC	ELECTRIC
9. ELECTRIC	ELECTRIC
10. GAS	GAS

FIG. 2

## UNIT COST OF RANGES

	GAS	ELECTRIC
1946	\$63.80	\$95.52
1947	77.50	112.91
1948	83.54	124.41
1949	77.84	123.85
and with 1946 as a base		
1946	100%	100%
1947	121.47	118.21
1948	130.94	130.24
1949	122.01	129.66

SOURCE: Bureau of Census

FIG. 3

38,000



Retail Salesmen  
TRAINED  
by 2 Electric Range Mfgs.

TRAINED  
Gas Utility Salesmen

FIG. 4

Whether it is east, mid-west or extreme west, there can be only one foremost subject—our gas industry's competitive picture. From this thought, I arrived at my topic, "Where do we go in 1950?"

Where we go in 1950 or in 1970, for that matter, is contingent on how we conduct ourselves in this all-out gas vs. electric fight.

My remarks necessarily must be confined to gas ranges and the all-important gas cooking load. However, the treat-

tion, but one thing makes me unhappy. A lot of people in the gas business seem frightened without any real reason. Let's take a look at the records to see if there is cause for worry.

Figure 1 shows range sales by units. I don't have to remind readers that the American public has been hypnotized, glamorized, or what have you as a result of the tremendous advertising promotion and propaganda of electric competitors. This has been reflected in the fantastic progress of electric range sales as shown by this chart.

From an insignificant production fig-

as many gas ranges as those shipped by the electric range industry. However, don't become complacent because of this slight degree of encouragement. This electric giant becomes aggressive when he gets pushed into a corner.

Look at the ratio of gas range sales to those of electric ranges (Figure 1). Back in 1933, we boasted a 14½ to 1 ratio in favor of gas ranges. Now look at us, less than two-to-one. Notice the fact that every time there has been a slight dip in electric range sales, the competitor has come bouncing back. This is an indication that the figures for 1949 should

Excerpts from talk presented at A. G. A. Mid-West Regional Gas Sales Conference in Chicago, March 27-29, 1950.



# Where do we go from here?

serve as a warning that our electric competition is going all out to make up this deficit.

Doesn't this chart reveal that in the depression years, with money scarce and shopping on a down-to-earth competitive basis, that the people saw the value in gas ranges, or is this wishful thinking? Personally, I think that we were just making a wrong guess, because at this time a recent survey shows that 47 percent of city families wanted to buy a new gas range and 45 percent wanted to buy an electric range. However, almost 50 percent of farm families expected to buy electric ranges against 21 percent of

job being done by the electric industry in national advertising (Figure 2).

There is a moral to this chart, namely, in 1947, I recall sitting with a number of people, and discussing the fact that we had done what we thought was a fair job in utilizing all phases of national advertising. We were determined that for 1948 and 1949 we should as an industry increase our efforts. What has happened? Our spending simply acted to encourage the electric range industry further, with a result that in 1948, they out-spent us by \$400,000 and in 1949, by over a quarter million.\*

In Chicago last month the Electric As-

had never had a call from an electric appliance salesman. Do you believe for a minute that those boys will let this condition go uncorrected?

*Unit cost of ranges* (Figure 3)—They have not down-graded their product from a price basis. Look at these figures—with 1946 as the base, gas ranges are back to where they were in 1947 while electric ranges are able to hold their relatively high price.

How can the gas industry expand its advertising program with reduced average sale prices, and how can we offer a well-constructed range which is so necessary in our desire to compete with the

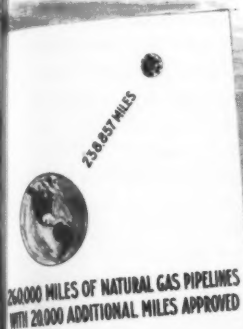


FIG. 5



FIG. 6

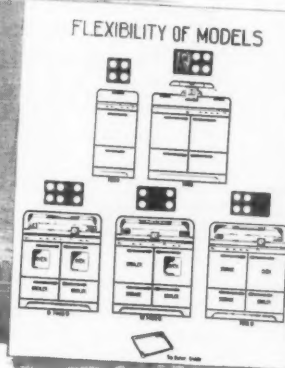


FIG. 7



FIG. 8

farm families who wanted to buy a gas range.

Just recently, Liquefied Petroleum Gas Association conducted an exhaustive survey in preparation for its new national promotional program. I purposely forgot the preference figures for electric ranges.

Apparently, to the American home-maker the word "electric" represents something superior in a cooking appliance. I am sure, therefore, that our sales efforts on a very aggressive basis must be directed into the home.

Many of us point to the tremendous

sociation announced a new cooking campaign to spend more than \$100,000 in newspapers, radio, television, billboard and car card advertising—all designed "to sell the idea of electric cooking."

A regional trade publication in New England proves once again that the electric boys are plugging the gaps. They found that 70 percent of the people who had recently purchased LP-gas ranges

\* However, in the one field of national consumer magazine advertising the dollar volume of gas range advertising, spearheaded by A. G. A. PAR funds, exceeded the dollar value of electric range advertising by \$98,900 in 1949 and \$29,800 in 1948.

electric range industry? This obviously is not possible if manufacturers observe a policy of marketing cheaply-constructed gas ranges. These prices certainly reflect such a tendency, and corrective measures industrywide are of the utmost importance at this half turn of the century.

It's better because it's electric—or is it?

We really have something to sell in the modern gas range. It will do everything that competition will do and more. But all the advertising in the world will be wasted if we don't nail it down at the retail level.

Does the (Continued on page 54)

# Annual reports show gas progress



**R**ECOGNIZING the growing importance of the company annual report, the Monthly has selected notes from a number of representative gas industry reports. Additional annual reports were covered last month and still others will be mentioned in later issues of the magazine.

● **Cities Service Co., New York, N. Y.**—New and improved facilities were placed in operation during 1949, putting Cities Service companies in a stronger competitive position than ever before.

Natural gas reserves were increased to a new high level with reserves of subsidiaries now among the most extensive in the country. Natural gas sales reached 429 billion cubic feet in 1949, compared with 372 billion cubic feet in 1948.

A major achievement was completion in October of the last section of the 388-mile, 26-inch natural gas pipeline from the Hugoton-Kansas field to Kansas City, Missouri.

● **Pacific Public Service Co., San Francisco, California**—The company experienced another successful year in 1949 with earnings being surpassed only by those of the two preceding years.

On January 10, 1949, extremely low temperatures resulted in the greatest gas sendout in the history of the system. Twenty percent more natural gas was delivered during this 24-hour period than ever before.

The 65,311 customers being served by Coast Counties Gas and Electric Company at the end of the year included 5,620 new customers, or an increase of 9.4 percent over 1948.

● **Consolidated Gas Electric Light and Power Co. of Baltimore, Baltimore,**

Maryland—A 20-year contract was signed with Atlantic Seaboard Corporation to supply natural gas.

The gas distribution area will be subdivided into 67 sections by the installation of more than 400 additional large valves. On May 1, 1950 natural gas is slated to be turned into the first of these sections and appliance adjustments will be started immediately. Arrival of natural gas is expected to produce large increases in gas sales for water heating, house heating, commercial and industrial purposes, and consequent material improvement in the earnings of the company's gas business.

● **Central Illinois Light Co., Peoria, Illinois**—During 1949 some 50,416,773 therms of natural gas were sold—a gain of 662,627 therms for the year. Modification of natural gas reserves during the latter part of 1949 opened the way to expanded sales development.

● **Northern Indiana Public Service Co., Hammond, Indiana**—During the year use of gas by all classes of general customers increased. Nevertheless, space heating restrictions remained in effect. Appliance sales continued strong throughout the territory. Increased deliveries of natural gas are expected in the Fort Wayne division this year and in the Calumet and South Bend areas after October 1951.

● **Long Island Lighting Co., Mineola, N. Y.**—The system companies have contracted with Transcontinental Gas Pipe Line Corporation for the purchase of 20 million cubic feet of natural gas a day. Deliveries are expected to begin in the fall of 1950. Arrival of natural gas is

expected to lessen considerably the amount of capital expenditure required to meet growth and will permit the addition of a large volume of new business.

● **United Gas Corp., Shreveport, Louisiana**—Demand for natural gas in 1949 exceeded all previous years. Total sales reached 510 billion cubic feet, compared with 487 billion cubic feet in 1948. The system benefited by its accelerated program of expanding facilities during the past few years. While there were substantial increases in most classes of customers, there were slight decreases in some classes of industrials due to slowing down of orders on the part of their customers. However, this situation began to show improvement late in the year.

Gas reserves were increased again both by development of the system's properties and by additional gas purchases. Distribution properties were extended in communities served and 28 new communities were added.

Increased sales promotional activities were carried on in the distribution divisions of the corporation. Sales staffs were increased and at the same time gas appliances of all types became readily available. All-year gas air conditioning equipment sales reached a new peak of 204 units during the year.

● **Honolulu Gas Co., Ltd., Honolulu, Hawaii**—Earnings, salaries and employee benefits were increased, and rates reduced to gas consumers, despite effects of the long waterfront strike in 1949. Earnings position of the company improved appreciably over 1948, even though there was no substantial change over 1948 in either gas sales or revenues from customers.

# Atmospheric gas burners

By EARL J. WEBER

American Gas Association  
Laboratories, Cleveland, Ohio

**a PAR activity** The exact mechanics of the flow of gas and air mixtures through common atmospheric gas burners never has been charted completely from a technical standpoint. Gradually most of the many factors influencing burner design have been isolated and interrelated with each other as closely as the known facts permitted, but exact relationships following definite scientific law are still to be established. It has been necessary to be content with empirical relationships between those factors which have been isolated and to confine their use to particular circumstances limited in their application.

Research studies conducted at American Gas Association Laboratories, as PAR Plan activities have explored and developed several new concepts concerning the mechanics of primary air injection, again narrowing the area of unknown facts. Results of these studies have just been published in Research Bulletin No. 55 which is available from A. G. A. Laboratories, Cleveland, Ohio. While at present these new concepts merely set the stage for further refinements of existing relationships, since they are of a fundamental rather than a practical nature, they may in time widely affect the industry. It has been the experience of the Laboratories that research findings, particularly in the field of burner design, do not become of general interest until some years after publication.

Essence of the new concepts is contained in two approaches to the nature of the flow pattern through atmospheric burners and should help to give a better picture and understanding of the process.

The first is the introduction of the use of the neutral pressure point as a factor of burner design. The second concerns the nature of velocity distribution through a burner. These were developed in connection with an investigation of primary air injection characteristics associated with combustion chamber pressures. They

are fully explored in Research Bulletin No. 55, released at the Domestic Gas Research and Utilization Conference in Cleveland last month and sponsored by A. G. A. Committee on Domestic Gas Research.

In approaching the use of the neutral pressure point as a factor of burner de-

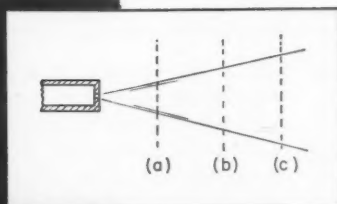


Figure 1. Nature of jet discharging into atmosphere. Momenta at cross-sections such as (a), (b) or (c) are equal to each other and to momentum at the orifice

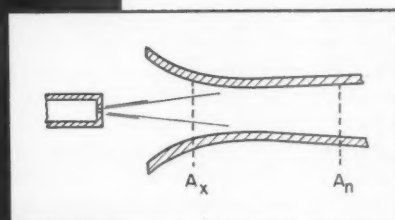


Figure 2. Jet diverted into mixer tube. Air entrainment is completed at theoretical point  $A_x$ .  $A_n$  represents the neutral pressure point. Since its cross-section is equal to  $A_x$  it may be substituted for  $A_x$  in burner design equations

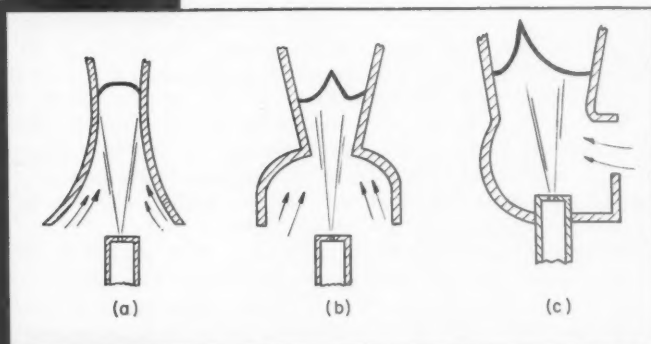


Figure 3. Shape of mixer face affects velocity distribution.  
(a) Streamlined throat—uniform distribution—high injection  
(b) Air directed towards center of tube—low injection efficiency  
(c) Air directed towards tube wall—low injection

## Gas production research group active



A. G. A. Gas Production Research Committee meeting on March 31 to discuss storage of natural gas and sponsors' reports on gas-making projects: (Clockwise around table) R. E. Kruger (center foreground), Rochester; H. E. Ferguson, Chicago; E. M. Bliss, representing R. H. Philipps, Jr., Newark, N. J.; Paul M. Henry, Cambridge; J. H. Wolfe, Baltimore; T. L. Robey, A. G. A.; E. G. Boyer, chairman; Dr. N. K. Chaney, A. G. A.; P. T. Dashiell, Philadelphia; F. J. Pfluke, Rochester; E. S. Pettyjohn, Chicago; S. S. Tomkins, New York; Dr. F. E. Vandaveer, Cleveland; R. J. Horn, Poughkeepsie; D. S. Bittinger, Washington, D. C.; Samuel Green, Brooklyn. Another of the Association's PAR Plan activities

sign, consider first the nature of a free gas jet discharging into the atmosphere such as shown in Figure 1.

After proceeding only a short distance from the orifice, a vigorous turbulence is set up as the result of interaction between the rapidly moving jet and the surrounding air. Moving forward, the jet expands at a constant static pressure as air is continuously mixed into its stream. Thus the mass of the jet, composed of gas and air, is increasing. Its velocity, however, initially high at the orifice where the jet consists of gas only, is retarded as it expands and mixes with air. This retarding action of its velocity is directly proportional to the increase of its mass. Consequently, the momentum of the jet (mass times velocity) is maintained as it travels away from the orifice.

In Figure 1, momentum at any cross-section of the jet such as (a), (b) or (c) would be equal. In other words, the interaction of the free jet with the surrounding air follows the law of conservation of momentum. Thus the momentum of the air-gas mixture passing through any particular cross-section of the stream also equals the momentum of the gas jet at the orifice. The fact that there is no loss in momentum, however, does not imply that there is no loss in useful energy.

Consider next the action of this same jet when it is directed into the mixer

tube of a gas burner as illustrated in Figure 2. In this instance the mixing of air into the turbulent stream is not allowed to proceed indefinitely. The burner venturi tube serves to cut off or arrest the gathering of additional air while the jet still retains sufficient velocity to move the air-gas mixture through the burner and out the ports. This function of the venturi tube is one that often is not fully understood. Many have come to think of the venturi tube as actually aiding air entrainment rather than arresting it.

Actually air entrainment is completed essentially at some point upstream from the venturi throat. From the orifice to this theoretical point, shown as  $A_x$  in Figure 2, the jet may be considered as a free jet at atmospheric pressure similar to Figure 1. Consequently the momentum of the stream cross-section at  $A_x$  will equal the momentum of the gas jet at the orifice. The theoretical point  $A_x$ , however, is one of those concepts which so far has completely escaped definite practical establishment and consequently cannot easily be used in correlating burner design factors.

Because  $A_x$  is so elusive, the studies made at the Laboratories were turned toward finding a substitute for it. This substitute turned out to be the neutral pressure point of the burner. Air entrainment usually produces a negative static pressure at the venturi throat. The venturi

tube serves to transform the energy of the stream into positive static pressure at the burner head. In changing from negative to positive, the static pressure gradient in the burner passes through a zero pressure point which is referred to in Figure 2 as  $A_n$  or the neutral pressure point.

With the static pressure at  $A_x$  and  $A_n$  equal to atmospheric pressure, and assuming negligible friction losses between the two points, the cross-sectional areas at both points would be equal. Under these conditions, it would follow that the momentum flux through the two cross-sections would also be equal. Since the momentum at  $A_x$  equals the momentum of the gas jet at the orifice, the momentum at  $A_n$  would also equal the momentum of the gas jet at the orifice.

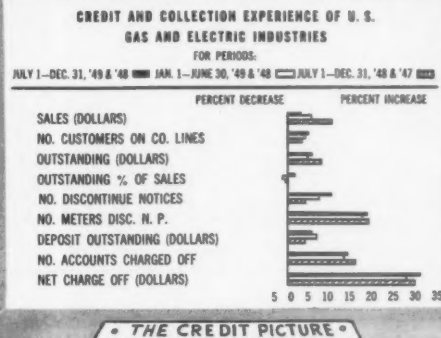
As  $A_n$  may easily be located and measured, it was used as a reference point in deriving equations expressing primary air injection characteristics of a gas burner in terms of the known quantity, the momentum of the gas jet at the orifice. Experimental measurement of  $A_n$  verified the concept that the momenta at  $A_n$  and at the orifice of the burner were equal. Thus the neutral pressure point introduces a new concept which in time should lead to the refinement of many past burner design equations and relationships between design factors. In itself this new concept makes it possible to relate primary air injection to the area of the neutral pressure point and velocity distribution of the mixture flow through this point.

This brings us to consideration of the concept of velocity distribution. In the past this factor has been largely ignored in the development of empirical relationships. Because velocity distribution in practice is different from what it is usually assumed to be, further refinements can be made in present relationships.

Flow velocities in a venturi tube vary from zero at the walls of the tube to some peak value near its center. Considerable error will be introduced into the calculation of momentum if these velocities are merely averaged. A correct value of momentum can be obtained only from a proper summation of velocities across the given cross-section considered. Consequently any relationships on primary air injection, based on the momentum theory, must take into account the nature of the ve- (Continued on page 52)



# Credit and collection experience



Ratio of outstanding dollars to sales during the second half of 1949 shows an increase for the country, according to the latest six-month survey of credit and collection experience for gas and electric industries in the United States.

While this condition did not prevail in all sections of the country, sizeable increases in the New England, Mid-Atlantic, and Pacific States areas more than offset the favorable results obtained in the other areas. The survey was conducted jointly by the EEI and A. G. A.

staffs under the supervision of the Credit and Collections Committees of EEI and A. G. A. accounting sections.

Dollar sales continue to show a substantial increase except for the New England and Mid-Atlantic areas which show slight decreases. One company in the New England area reported that the decrease in sales was due to smaller sales for resale to other producing utilities purchasing part of their requirements from the respondent. A rate reduction by one large company in the Mid-Atlantic area adversely affected the

results in that area.

The number of customers added to company lines continued at a more accelerated pace than for the previous periods.

Another fact obtained from this latest survey is that the outstanding has increased in all sections of the country with the exception of the West North Central area.

The number of discontinuance notices issued continues to show a greater increase than in either of the previous reports, pub- (Continued on page 53)

## REFLECTION OF THE CREDIT AND COLLECTION EXPERIENCE OF THE GAS AND ELECTRIC INDUSTRIES

(JULY 1, 1949 to DECEMBER 31, 1949) • PERCENT—INCREASE OR DECREASE OVER CORRESPONDING PERIOD—1948

	NEW ENGLAND	MID-ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATLANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN STATES	PACIFIC STATES	UNITED STATES TOTALS
SALES (Dollars)	-.03	-1.6	5.3	6.5	9.6	6.2	9.2	7.9	2.4	3.4
NO. CUSTOMERS ON CO. LINES	2.1	1.2	2.1	3.1	6.7	8.4	18.7	5.4	5.6	5.0
OUTSTANDING (Dollars)	3.2	4.3	2.8	-1.8	10.6	7.1	9.4	4.9	7.1	5.3
OUTSTANDING % OF SALES	3.6	5.9	-1.5	-7.8	.8	1.3	.1	-2.9	5.1	1.8
NO. DISCONTINUE NOTICES	4.6	4.2	25.3	-5.4	3.8	12.9	29.2	77.0	31.6	10.3
NO. METERS DISC. N. P.	20.5	7.2	34.9	33.2	16.5	17.1	32.4	30.6	24.6	17.2
DEPOSIT OUTSTANDING (Dollars)	5.8	2.8	-11.4	2.8	14.5	7.6	8.8	2.3	-3.7	5.9
NO. ACCOUNTS CHARGED OFF	11.3	-1.0	1.4	11.2	26.5	41.8	20.4	49.3	28.7	14.4
NET CHARGE OFF (Dollars)	26.8	-.8	19.1	43.3	48.1	68.6	55.3	76.2	47.2	31.1

*Fostering of sound business management main topic at Louisville*

## Accountants on parade

An illuminating insight into the key role of accountants in the nation's welfare was provided at the National Conference of Gas and Electric Utility Accountants, April 17-19 at the Brown Hotel in Louisville, Kentucky. Numerous speakers pointed to the important function of accountants in halting socialistic trends by fostering sound business management. Facts, not fancy, were depicted as the working tools of this group.

A record gathering of 771 registered delegates attended the meeting which was held under the joint sponsorship of American Gas Association and Edison Electric Institute. The comprehensive program, which included as many as seven parallel sessions going simultaneously, covered developments on a variety of topics from record keeping to policy making.

Major attention was devoted to cost reductions through employee training,

work simplification and mechanization. Giving point to the latter, a practical working exhibit of accounting machines and office equipment was presented by 13 leading manufacturers. Public relations, taxation and rate problems were thoroughly analyzed as well as many individual auditing and recording functions.

Acting as co-chairmen of the conference were John H. W. Roper, Washington Gas Light Co., A. G. A. Accounting Section chairman, and William H. Zimmer, The Cincinnati Gas and Electric Co., chairman, EEI Accounting Division. They were assisted by A. G. A. coordinators, Bernard S. Rodey, Jr., general activities, Edward R. Eberle, customer activities, and section vice-chairman, Alan A. Cullman. Rendering valuable assistance for EEI were Ralph H. Smith, division vice-chairman, Louis C. Provencher, acting chairman, general accounting, Harold S. King, chairman,

general accounting, and J. Douglas Elliott, chairman, customer activities.

The conference was unique in the variety of devices employed to sustain interest, stimulate discussion and impart information. In addition to luncheons and a banquet, there were panels, bull sessions, question boxes and classroom techniques.

Following opening remarks of Chairman Roper and a welcome by J. J. McKenna, vice-president and treasurer, Louisville Gas and Electric Co., the conference got underway Monday afternoon with presentation of a paper, "Manage-

Masters of ceremony extraordinary:  
Conference Co-Chairmen, John



Part of 890 utility accounting executives and wives who packed the Crystal Ballroom of the Brown Hotel, Louisville, during the annual conference

dinner Tuesday night. Music, singing and light entertainment combined with the fellowship of men in the same field to make this affair a gala occasion

JOHN H. W. ROPER, CHAIRMAN • ALAN A. CULLMAN, VICE-CHAIRMAN



H. W. Roper, Washington, D. C., and William H. Zimmer, Cincinnati

George F. Mitchell, A. G. A. vice-president, and J. J. McKenna, vice-president, Louisville Gas and Electric Co.

Customer Activities Group Chairmen: J. Douglas Elliott, Detroit, and Edward R. Eberle, Newark, A. G. A. coordinator

ment's Right Arm," prepared by Hugh H. Cuthrell, The Brooklyn Union Gas Co., A. G. A. president. As Mr. Cuthrell was unable to attend, his remarks were read by George F. Mitchell, president, The Peoples Gas Light & Coke Co., and vice-president of A. G. A. A challenging picture of the accountant's responsibilities in an expanding industry was painted in Mr. Cuthrell's address.

Perhaps the greatest challenge, the author pointed out, is semi-socialized thinking which could change every aspect of the American economy. "It is a time for cool thinking and cool heads," he said.

"The federal government is absorbing 20 cents of every dollar of the national income. . . . You accountants must help us find a middle-ground that will ensure social benefits for all, but will still give the individual economic opportunity and maintain his individual dignity."

The gas industry is in an era of tremendous expansion, according to Mr. Cuthrell. He called for sound utility expansion and accounting practices to maintain a healthy business organization.

Greetings from EEI were presented by A. B. Morgan, assistant managing di-

rector, who stressed the accountant's responsibility to choose the right road. The science of accounting has grown so complex, he said, that mistakes that could be rectified in the past cannot be afforded today.

In a forthright and penetrating discussion of "Collective Bargaining in a Competitive Economy," E. Wight Bakke, director, Labor Management Center, Yale University, said accountants generally are not at home in union-bargaining sessions. While management operates as a business system, unions operate as political units. Political solidarity is



Conference headliners: (Left to right) R. L. Forster, H. H. Scaff, Ralph H. Smith, and Bernard S. Rodey, Jr., A. G. A. General Activities coordinator



A. G. A. Section Vice-Chairman Alan A. Cullman (right) and Columbia Engineering co-workers (left to right) O. F. Ingman, R. B. Milne, and H. C. Davies

needed by labor leaders, Mr. Bakke declared, and there is a constant struggle for power. As a result, wages for example, are divorced from problems of economic soundness and contracts are regarded simply as treaties of peace.

Against this background, Mr. Bakke offered these constructive suggestions: (1) help clarify theories of management in conference and educate the public regarding those theories; (2) bring pressure on management for simplified financial statements; (3) explain in simple language the terms used for employee information; (4) urge joint union-management fact-finding bodies; (5) figure ways of increasingly opening books, and (6) make a real effort to get union accountants in your organizations and on your programs.

The stakes are high, Mr. Bakke concluded, and the future of private business is questionable unless we move away from class warfare.

An entertaining and educational interlude in the program was provided in the presentation of "Yardsticks in Personnel Placement" under the co-sponsorship of W. D. Sweetman, The Peoples Gas Light and Coke Co., Chicago, and W. E. Sturm, West Penn Power Co., Pittsburgh. Points brought out in a prepared report were dramatized by a sound-color movie showing staged personnel interviews for certain jobs. The audience was invited to make selections based on the screened interviews.

### Psychological tests

Psychological tests, according to Mr. Sweetman, "have become an invaluable and necessary aid in the effective selection and placement of employees." He cautioned, however, that these tests are merely tools to be used with other employment techniques.

The concluding speaker at the first general session, M. S. Rukeyser, *New York Journal American* writer and economist, took the federal government to task for its "anti-accounting approach to our economic life." He deplored pump priming during the boom period, and said that the precise analysis of accountants is needed to avert national hysteria.

An added feature at this session was a showing of the Columbia Gas System film, "The Toughest Inch." The film pictures the building of the 262-mile natural gas pipeline from West Virginia to the vicinity of Washington, D. C., through extremely difficult terrain.

Following the Monday general session, the conference broke up into various meetings of the Customer Activities and General Activities Groups.

### Customer Activities

With Edward R. Eberle, Public Service Electric & Gas Co., Newark, N. J., and J. Douglas Elliott, The Detroit Edison Co., presiding, the Customer Activities Group held a well-attended session on Tuesday morning.

An analysis of methods of billing large commercial and industrial accounts, based upon a survey of 54 companies, was presented by M. J. Walsh, Consolidated Edison Co. of New York, Inc. This report established the fact that there is a definite trend in the utility industry toward reading special accounts on the regular cycle date, employing the regular meter reader for this purpose.

The next speaker, Austin W. Merchant, Michigan Consolidated Gas Co., Detroit, described the directory of customer accounting methods and equipment compiled by an A.G.A.-EEI project committee of which Mr. Merchant was chairman. This directory makes possible a comparison of practices of companies of similar size and problems.

The acid test of good public relations, Walter R. Keagy, The Cincinnati Gas and Electric Co., told the conference, is whether they withstand a crisis. He provided a valuable discussion of experiences successfully met by his company.

Current collection practices and their effect on customer relations underwent minute examination and considerable discussion at the hands of a panel led by Harry S. Hahn, The Ohio Fuel Gas Company. Participating in the panel were Fred J. Flom, The Detroit Edison Co.; Clifton L. Havener, Consolidated Edison Co. of New York, Inc.; Russell B. Mitchell, The Peoples Gas Light & Coke Co., and O. B. Cook, Battle Creek Gas Company.

Basis for the panel discussion, entitled "What's Your Idea?" was a summary of the practices of 71 companies which showed the value of good collection policies in building customer goodwill. One surprising factor disclosed by the survey was that only 13 of the 71 utilities reporting write any collection letters before referring accounts to collectors. More personalized treatment of customers was felt generally needed.

The Tuesday morning Customer Activities Group meeting closed with a re-



Customer accounting speakers A. C. (left), Chicago, and M. J. Walsh, New York, exchange congratulations on their



Internal auditing session: (Left to right) J. B. Schmitt, Mineola, N. Y.; W. T. Hofstetter, Chicago, and Jack L. Laurentz, The Brooklyn Union Gas Company, chairman



Collection panel in action: (Left to right) Harry S. Hahn, moderator; F. J. Flom, Detroit; R. B. Mitchell, New York



D. Sweetman, Chicago, acting chairman,  
Employee Relations Committee,  
and W. D. Virtue, Denver, Colorado



Taxation experts H. W. Ziethen (left) Chi-  
cago, A. G. A. chairman, and Thomas R.  
Hurns, Detroit, during panel discussion



Materials and Supplies Chairman  
L. Glen Wiseley, Detroit, and Pat  
H. Butler, Washington, speaker



Airing customers' "pet peeves": (Left to right)  
B. J. McMillen; W. S. Frick, co-chairman; E. M.  
Alt, leader; and Louis Stoecker, co-chairman



Four-star General Accounting leaders: (Left to right) Emanuel Toder, New York, who spoke on treat-  
ment of overhead and indirect costs; Co-Chairman L. C. Provencher, Detroit; O. K. Boyd, Baltimore,  
chairman, Subcommittee on Capitalization of Overheads; and Co-Chairman S. P. Osborn, Shreveport



(right) Harry R. B. Minton, Chicago; C. L. Havener,  
New York, and O. B. Cook



Plant accounting authorities: (Left to right) F. E. Drapalik, St. Louis, meeting co-chair-  
man; H. Frank Carey, Mineola, co-chairman; and F. W. Ross, Allentown, speaker

▼ "Professor" Glenn Ray conducting "Col-  
lege of Credit Knowledge" with dis-  
cussion leader Cliff W. Tobey (right)





▲ Standard package pioneers, L. B. Michelsen (left), Chicago, and G. B. Herr, Pittsburgh, pictured with packaging display



◀ E. Wight Bakke (left) of Yale, collective bargaining authority and W. H. Zimmer, co-chairman



General accounting speakers: Ohmer Ullery (left), Columbus; E. J. Leahy, New York; Louis C. Provencher, meeting co-chairman; and Harold King, EEI chairman

port on permanent customer account numbering systems, presented by A. C. Haake, The Peoples Gas Light & Coke Company. Outlines of systems used by six companies were included in report.

Luncheon conferences covering customer accounting, customer collections and customer relations evoked lively discussions on a wide variety of topics. Under the chairmanship of George E. Curtis, Boston Consolidated Gas Co., and Roy B. McCrorey, Georgia Power Co., the customer accounting group featured a question box. Frank W. Phelps, Union Electric Co. of Missouri, acted as discussion leader.

Not to be outdone, the customer collections luncheon staged the "Erudite College of Credit Knowledge" with Glen Ray, Indianapolis Power and Light Co., acting as the professor. Presiding at this meeting were O. B. Cook, Battle Creek Gas Co., and Samuel C. Grant, Philadelphia Electric Company. Leaders of the stimulating exchange of experiences were Cliff W. Tobey, The East Ohio Gas Co., and W. E. Travis, the Cleveland Electric Illuminating Company.

The third luncheon session, on customer relations, offered cures for "pet peeves" and customer service irritations. Walter S. Frick, The East Ohio Gas Co., and Louis Stoecker, Public Service Electric & Gas Co., conducted the meeting, with Edward M. Alt, Northern Indiana Public Service Co., as discussion leader.

Opening the Wednesday session of the Customer Activities Group, Louis R. Quad, Public Service Electric & Gas Co., spoke on "Collections—Tailored to Your Measure." Describing the basic collection practice of the New Jersey utility, Mr. Quad told how his company modified its "traveling cashier" service until it reduced its collection follow-up force from 530 employees in 1939 to 115 field collectors and 53 office representatives in 1950. Notwithstanding this reduction in personnel, Mr. Quad said, the company has attained the lowest outstanding delinquent percentages in its 47 years of operation as a gas and electric utility.

Useful information on the reconciliation of meters billed was contained in a summary of practices of 46 utilities presented by R. O. Jackson, Gulf States Utilities Co., Beaumont, Texas.

A progress report on "Training Employees to Meet the Public" by C. J. Berner, Wisconsin Electric Power Co., brought this (Continued on page 58)

*St. Louis conference covers  
practical work in research and sales*

## Three-day program makes hit



Head table at formal luncheon during the Association's Sales Conference on Industrial and Commercial Gas which was held in St. Louis, Mo., April 4-6, 1950: (Left to right) J. P. Leinroth, Newark, N. J.; L. T. Potter, Dallas,

Texas; Frank C. Smith, Houston, Texas; M. A. McClurg and Joseph F. Holland, St. Louis; D. W. Reeves, Section chairman; George F. Mitchell, Chicago; W. H. Ligon, Nashville, Tenn.; B. T. Franck, Milwaukee; A. M. Stock, GAMA

With spring at hand, something of a baseball flavor was assumed by the 1950 American Gas Association Sales Conference on industrial and commercial gas held in St. Louis, April 4-6. Nearly 200 enthusiastic delegates agreed that every speaker on the program not only made a hit but scored as well.

Lead-off topic on April 5, the general sessions day, was a graphic illustrated talk in color on "What Makes An Ad." Al Evans, Ketchum, MacLeod & Grove, advertising agency for industrial and commercial national advertising, took his listeners on a "tour" from the original thought through to the finished advertisement in the many trade magazines used by the Section. Mr. Evans emphasized that advertising can accomplish only the first three of five steps in selling. It paves the way, makes the contact, and creates a preference for gas. It is up to the industrial and commercial gas salesmen, he said, to answer the prospects' questions and close the sale.

No industry meeting is complete without a talk on the great future of gas. This

job was accomplished by Lester T. Potter, assistant to the president, Lone Star Gas Co., Dallas, Texas, and chairman, A. G. A. Committee on Industrial and Commercial Gas Research.

Mr. Potter presented a brief resume of farsighted research projects under the PAR Plan. Studies which are being sponsored by his committee include work on improvement of commercial gas appliances, the possibility of utilizing power burners and forced combustion on gas cooking equipment.

In the industrial field, he called specific attention to work which has placed high speed gas heating in a favorable position with induction heating. Other projects include investigations into high temperature radiant tubes and really higher flame temperatures using oxygen or oxygenated air. Mr. Potter stated that the title of his talk, "Looking Forward," applies to hard practical work in the research field which is designed to develop concrete results that can be applied to industrial and commercial gas utilization.

In another inspirational address,

Frank C. Smith, president, Houston Natural Gas Corp., Houston, Texas, dramatically showed that the industrial and commercial gas field is the balance wheel of the gas industry. Commercial air conditioning, he stated, is a particularly valuable load that should not be overlooked by any gas company. He showed several charts of actual installations in various parts of the country, and in each instance the summer gas consumption for air conditioning was considerably in excess of the entire winter heating load. Until just recently, Mr. Smith declared, only small units were available, now, however, units are on the market with capacities up to 115 tons. Where a greater tonnage is required these units may be operated in multiple setups.

Mr. Smith described commercial air conditioning as a very profitable load which brings in steady revenue. He suggested that gas companies actively promote this type of commercial service.

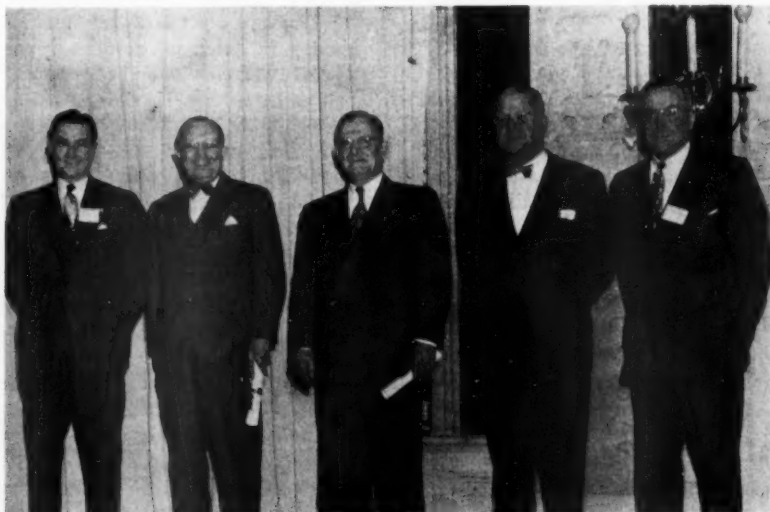
A general sessions address by George F. Mitchell, president, The Peoples Gas Light & Coke Co., Chicago, and vice-



◀ H. A. Eddins (extreme right), vice-president, Laclede Gas Co., with Section Chairman D. W. Reeves. Seated are (left to right) L. T. Potter, Lone Star Gas Co.; A. C. Evans, Pittsburgh, and Frank C. Smith, president, Houston Natural Gas Corporation



Carl H. Lekberg (center), vice-chairman of the Section, greeting afternoon general session speakers in St. Louis: W. H. Ligon (left), president, Nashville Gas and Heating Co., and George F. Mitchell, vice-president of A. G. A., and president, The Peoples Gas Light & Coke Company



New members of the Hall of Flame who received their certificates of life membership at the St. Louis conference: (left to right) Arthur D. Wilcox, Rockford, Ill.; Adolph H. Koch, Toledo, Ohio; Nelson R. Gorsuch, Indianapolis, Ind.; B. T. Franck, Milwaukee, Wis.; Harry O. King, Boston, Massachusetts. A sixth new Hall of Flame member (not in picture) is W. A. Darrah, Chicago, Illinois

president, A. G. A., posed the question, "Gas Has Got It—Or Has It?" The answer, he said, is an emphatic "Yes!"

Consumption of industrial and commercial gas have increased at rates higher than residential consumption, Mr. Mitchell declared.

"There are thousands of potential industrial and commercial fuel users who do not yet know that gas has got it. They will never know it," he said, "until we put on a door-bell ringing campaign to educate them that 'You Can Do It Better With Gas.' When you get them signed up, the investor will provide the money to take care of them."

(Mr. Mitchell's address is reprinted elsewhere in this issue of the MONTHLY).

One of the most important things in selling industrial and commercial gas is the ability of the individual salesman. So stated W. H. Ligon, president, Nashville Gas & Heating Company. Next in im-



Industrial gas speakers: Clem R. Winkler (left), United Gas Corp.; A. D. Frydendall, The Peoples Gas Light & Coke Co.; Hale A. Clark, Michigan Consolidated; C. C. Eeles, The Ohio Fuel Gas Co.



M. A. McClurg (left), Laclede Gas Co.; E. E. Smauder (center), Detroit, Mich., and John J. Bourke, A.G.A.



Industrial Gas Day morning speakers: David M. Strauchen (left), Cincinnati; O. E. Gammill, Jr., (center), Syracuse, W. A. Darrah, Chicago



L. T. Potter (left), presenting testimonial to J. P. Leinroth for his many years of service on A. G. A. Committee on Industrial & Commercial Gas Research



portance, he continued, are the auxiliary aids which are available for the salesman's use. Most of these aids come from American Gas Association, Mr. Ligon said, as the result of research reports which suggest new applications to an industrial gas prospect, the national advertisements appearing in trade publications, and the promotional pieces printed for the heavy duty cooking field.

"Industrial and commercial selling is just hard, down-to-earth facts," he declared. "The owner or operator of a business is interested only in that appliance or fuel which will help him make more profit through speed, cleanliness, low cost, a better product, more uniform production or flexibility."

W. P. Woods, president, Conversions and Surveys, Inc., New York, presented an interesting discussion of problems which result prior to and during conversion from one type of gas to another. He

described in detail how his company handles conversions and listed suggestions for gas utilities to follow.

Tuesday, April 4, was set aside at the conference as Industrial Gas Day. Heading a series of informative papers was a talk on "New Industrial Gas Installations." The speaker, W. A. Darrah, president, Continental Industrial Engineers, Inc., Chicago, described new applications which should furnish ideas for active promotion of industrial gas. He was followed by O. E. Gammill, Jr., production manager of heavy machinery, Carrier Corp., Syracuse, New York. Mr. Gammill pointed to many advantages of air conditioning for processing operations where air humidity and temperature have a direct bearing on production.

David M. Strauchen, general manager, special products division, Cincinnati Milling & Grinding, Inc., Cincinnati, discussed "The Development of Ma-

chines for Gas Hardening." The topic covered by A. D. Frydendall, The Peoples Gas Light & Coke Co., and Hale A. Clark, Michigan Consolidated Gas Co., Detroit, was "Burner and Control Applications For Large Boilers." The two speakers told the delegates all about the functioning of an industrial gas sales department.

"Industrial Gas—Southern Style" was the title of a paper presented by Clem R. Winkler, commercial and industrial sales supervisor, United Gas Corp., Houston. Mr. Winkler discussed industrial gas applications peculiar to his section of the country, and referred particularly to direct gas firing of lumber kilns. The oil industry enters the picture as a large user of natural gas for the many heating operations in cracking and refining.

Industrial Gas Day closed with a paper by Charles C. Eeles, The Ohio Fuel Gas Co., To- (Continued on page 44)

*Sessions disclose Distribution,  
Motor Vehicles and Corrosion progress*

## Detroit conference excels

Intensive interest of more than 820 gas distribution experts from the United States and Canada helped to make the Association's 1950 Distribution, Motor Vehicles and Corrosion Conference in Detroit, April 3-5, probably the most successful on record.

Heading the discussion agenda were three major problems: extension of natural gas into all corners of the land; mechanization of gas systems; and research requirements which are being tackled under the A. G. A. PAR Plan.

Four general sessions covered a variety of timely subjects ranging from conversions to supervisory training. Motor vehicle experts compared up-to-date information on fleet operations during a separate morning conference. At another morning meeting, corrosion authorities strove to "tear away the veil of mystery" from the gas industry's corro-

sion problems.

On Monday and Tuesday afternoons, overflow crowds attended luncheon conferences sponsored by the Corrosion, Distribution Design & Development, Construction & Maintenance, Meters & Metering, Motor Vehicles (sponsored jointly with the EEI committee), and Work on Consumers' Premises groups.

As presiding officer and chairman of the Distribution Committee, F. J. Hall, Michigan Consolidated Gas Co., greeted the "outstanding gas distribution men of the industry." He encouraged the delegates to consider each issue raised by extension of natural gas transmission lines not as a problem but as "just another job that we must do in the most efficient manner." Mr. Hall also praised the work of the program committee headed by the vice-chairman of the Distribution Committee, V. F. Bittner, The Peoples Gas

Light & Coke Co., Chicago.

Before starting into the program itself, delegates received a word of greeting from L. K. Richey, vice-president, Michigan Consolidated Gas Co., a former member of the Distribution Committee.

Distribution men stand squarely between the production and sales men in the gas industry, H. Carl Wolf, A. G. A. managing director, told his audience. He called attention to the ever-present need for examining costs and extending distribution systems. Now more than ever, he added, there is a need to cooperate to the fullest extent with the sales people "out on the firing line. The extent to which you solve these problems governs the degree of progress that the industry will make."

The next speaker, A. B. Lauderbaugh, The Manufacturers Light and Heat Co., Pittsburgh, outlined the "Fundamentals



Checking the final line-up: V. F. Bittner (left), vice-chairman, Distribution Committee; E. G. Campbell (center), chairman, Operating Section, and F. J. Hall, chairman, Distribution Committee



R. Van Vliet, vice-chairman, A. G. A. Operating Section, en route to conference general session



Grounds for agreement: Tuesday general session speakers G. G. Dye (left) and S. E. Critchfield, both from Southern California Gas Co., deep in informal discussion



Food for thought: A. B. Lauderbaugh (left), The Manufacturers Light & Heat Co.; L. K. Richey, (center), vice-president, Michigan Consolidated Gas Co., and Stanwood Sparrow, Studebaker Corp., checking program notes at Monday morning session



Mechanization, employee relations and space heating were discussed by general sessions speakers: (Left to right) John H. Heil and L. A. Brandt, The Peoples Gas Light & Coke Co.; John C. Taylor, Michigan Consolidated Gas Co.



Visitors from across the border comparing notes between sessions of the Distribution Conference in Detroit. Left to right are C. Leedham, G. Reeves and P. W. Geldard, all from The Consumers' Gas Co. of Toronto

of Galvanic Corrosion" in simple terms. "When you don't understand your corrosion engineer's 'long-haired' discourse, ask him to explain the problem," he said, "by comparing it to the operation of a flashlight battery."

Presented as a primer on pipeline corrosion, his talk examined battery action (galvanic cell); corrosion caused by dissimilar metals, by dissimilar soils, and by dissimilarity of surface conditions; and also stray current electrolysis.

From Stanwood Sparrow, chief engineer, Studebaker Corp., the conferees received intimate glimpses into the life of a typical automotive engine. Using slides to illustrate his talk, Mr. Sparrow discussed various characteristics of engine performance. These included hill climbing ability, acceleration, top speed, oil and fuel economy.

Highlight of the Monday general session was a four-man panel discussion on experience with natural gas in manufactured gas systems. Moderator C. S. Goldsmith, engineer of distribution, The Brooklyn Union Gas Co., was assisted by the following panel members: Lester J. Eck, vice-president, Minneapolis Gas Co.; Martin I. Mix, operating engineer, The Peoples Gas Light & Coke Co.; W. R. Fraser, experimental engineer, Michigan Consolidated Gas Co., and Frank P. Lamb, superintendent of distribution, Washington Gas Light Co., Washington, D. C. Mr. Lamb substituted for H. B. Noyes, vice-president of his company, who was unable to attend.

An unusually wide diversity of expert opinion was represented on the panel. One of the four companies has changed over from water gas operations; three

have changed from mixtures of water gas and coke oven gas. Three of the four are now distributing straight natural gas, and one a mixed gas.

Discussing his company's experience, Mr. Eck noted that oil fogging and humidification are helpful but do not eliminate all troubles.

Mr. Fraser gave the delegates some helpful hints on preparation for the arrival of natural gas. The first step, he said, is to remember that the transmission lines for natural gas generally operate at higher pressures than the ones the manufactured gas man is used to. Therefore, he should go through his entire system inspecting lines for leakage, replacing diaphragms and cleaning regulators in district governor stations and cleaning out all manufactured gas deposits.

Mr. Mix described the Chicago com-



▲ Automotive specialists: Robert Gray (left), speaker from Leece Neville Co., and J. L. Coyne, chairman, A. G. A. Motor Vehicles Committee

Meters & Metering luncheon conference: (Seated, left to right) G. E. Griffin, vice-chairman; G. K. Bachmann, chairman; Gilbert Estill, Tulsa; (standing, left to right) C. V. Morey, New York; H. S. Houghton, Detroit; F. C. Morey, Bureau of Standards; J. T. Stine, New Orleans, and B. F. Worley, Shreveport, Louisiana



Experience with natural gas in manufactured systems: Panel members Lester J. Eck (left), Minneapolis Gas Co.; Frank P. Lamb (second from left), Washington Gas Light Co.; and W. R. Fraser (right), Michigan Consolidated Gas Co., with the moderator, C. S. Goldsmith, The Brooklyn Union Gas Company. Fourth panel member (not shown) was Martin I. Mix, The Peoples Gas Light & Coke Company

pany's operation of two long lines at about 100 percent load factor. In such a case, he declared, holders are useful to take care of fluctuations on the lines.

Experience in Washington, D. C., with gum and leakage was outlined by Mr. Lamb. Washington Gas Light Company injected special anti-leak into its lines in October 1948, he said, and by June 1950 will have treated some 1,250 miles of three-inch line. As a result, leaks have been reduced considerably.

S. E. Critchfield, Southern California Gas Co., opened the Tuesday general session with a "Study of Methods of Taking and Dispatching Customer Service Orders." His remarks were based on replies from 16 companies to a brief questionnaire on the subject.

He listed the following devices used to meet load balancing problems and minimize overtime and idle time: (1) meter change schedules and similar company business orders; (2) interchange of personnel among various types of appliance adjustment and meter work; (3) deferment of non-emergency orders; (4) vacation scheduling; (5) use of non-request inspection of customers' appliances; (6) interchange of personnel with other operating departments; (7) assignment to brush-up training, safety meetings, etc.

In the field of comparative meter per-





Corrosion panel: S. E. Trouard, chairman, (seated, second from left); M. C. Miller, coordinator (seated, fourth from left), and panel members H. W. Wahlquist, W. A. Broome, Carl R. Davis, F. E. Kulman, Henry Hanes, N. P. Peifer, Harry R. Brough, C. W. Beggs, C. L. Morgan, A. D. Simpson, Jr., D. R. MacCollum; W. J. Schreiner and P. H. Miller, vice-chairman (not in picture)



E. W. John (left), chairman, Subcommittees on Drivers' Manual and Safety and Safe Practices; S. G. Page, Equitable Gas Company



Discussion group at Work on Consumers' Premises luncheon conference: (Left to right) W. C. Peters, St. Paul, Minn.; M. M. Pears, Pittsburgh, Pa.; John MacLarty, Rochester, N. Y., and J. M. McCaleb, Indianapolis, chairman of the subcommittee



Head table at Distribution Design & Development luncheon conference in Detroit: (Left to right) D. G. Findlay, Fort Dodge, Iowa; G.A.S. Cooper, Newark, N. J.; W. P. Dick, chairman, and H. G. Howell, vice-chairman

formance, the present trend is definitely toward a longer periodic change schedule, according to Gordon G. Dye, Southern California Gas Company. He estimated that in his own company the cost of a ten-year change program will be about one-third less than that of a seven-year program. This ratio applies, he added, to both the cost of changing and the cost of repairing. When large quantities of meters are involved, the savings in a ten-year program over a seven-year one make quite an imposing figure, Mr. Dye said.

One of the most timely papers at the conference was presented by John C. Taylor, Michigan Consolidated Gas Co., on "How Detroit Increased Its Distri-

bution Capacity to Supply an Additional 100,000 Space Heating Customers."

Preliminary results show, he remarked, "that conversion of a low pressure system to medium pressure is advantageous when a large increase in the house heating load is anticipated. The variation in concentration of this load can be handled adequately and at a reasonable cost only with a medium pressure system."

The company's 1949 conversion totaled 86,500 services. Plans call for converting approximately 100,000 to 130,000 services this year and a similar number next year.

Home heating light-ups, a topic of much discussion during recent years, was

covered in a paper prepared by C. S. Hazel, The Philadelphia Gas Works Co., and presented by F. J. Lyons of the same company.

Mr. Hazel's remarks explaining how his company sold its customers on the idea of keeping their house heating pilots lighted during summer months are reprinted beginning on page 5 of this issue of the MONTHLY.

Conferees showed great interest in a talk by Leslie A. Brandt, director of employee relations, The Peoples Gas Light & Coke Co., on "The Importance of the Supervisor in an Employee Relations Program."

Particularly careful attention should



Headliners at conference on Construction & Maintenance: W. J. Towner (left), Brooklyn; L. M. Harris, subcommittee vice-chairman; J. A. Whelpley, chairman



Principals at Tuesday Corrosion conference: (Left to right) H. W. Wahlquist and Lewis B. Donovan, New York; T. W. O'Brien, Jackson, Mich.; S. E. Trouard, chairman



Scanning the program: (Left to right) John H. Huffman, Monroe, La.; Jack H. Walters, Houston; L. E. Allison, Jackson, Miss.; A. D. Simpson, Jr., Houston



Motor Vehicles panel: Linn Edsall (left), leader; Jean Y. Ray, Richmond, Va.; E. J. Graham, Denver; F. M. Rudman, Detroit; M. C. Alves, St. Louis

be devoted, Mr. Brandt declared, to the selection of supervisors. If at all possible, potential supervisory candidates should be placed in situations where they can freely demonstrate their leadership abilities.

Experience with a number of successful supervisory training programs shows, he noted, that the best programs have been designed to cover the following areas: (1) company policies, organization, procedures, etc.; (2) planning and scheduling work, etc.; (3) selection, placement and training of employees; (4) safety practices, and (5) principles of leadership.

Opening the Wednesday morning general session, John H. Heil, The Peoples Gas Light & Coke Co., discussed experiences of his company with boring and pushing equipment. Slides showed the

equipment in action.

"First thing to remember," Mr. Heil stated, "is that the equipment itself must produce desired results. Second, the men must understand and like the equipment."

A remarkable example of cooperative endeavor was described by F. G. Sandstrom, Consolidated Edison Co. of New York, Inc., in a paper entitled "Bringing Natural Gas to the Metropolitan New York Area." The author explained step-by-step how five companies in the metropolitan area have prepared one general design specification for facilities to distribute the natural gas which is expected late in 1950.

The report of a special combined committee has been used as the basis for a "New York Facilities Agreement," he declared.

"Features of interest in the agreement are the provisions for sharing the responsibility for installation and maintenance and apportioning the carrying and maintenance charges. Each company is to install and maintain the sections of the line within its own franchise territory.

"The carrying and maintenance charges for each section are shared by the various companies on the basis of the amount of gas transmitted to them through the particular section to meet the system maximum design demand. An exception to this was made where one company, desiring to be able to use its allotment of natural gas at either of two plants and thereby increasing by one size the run of pipe in a common section, agreed to assume the (Continued on page 55)

*Sales helps supplied to intensify campaigns on 1950 promotional calendar*

## Mid-West conferees inspired

A major step in spreading pertinent sales, economic and sociological information was taken recently by the Residential Gas Section. Nearly 500 sales executives and representatives from gas companies and gas appliance manufacturers received a wealth of helpful material at the Mid-West Regional Gas Sales Conference sponsored by American Gas Association.

The three-day meetings at the Edgewater Beach Hotel in Chicago, March 27-29, were among the most inspirational ever held in the gas industry. Practical suggestions and data dominated the program, from the welcome by Raymond J. Vandagriff, Laclede Gas Co., St. Louis, Mo., chairman of the Mid-West Regional Sales Council, to the final message delivered by H. D. Valentine, The Peoples Gas Light & Coke Co., Chicago.

Mr. Vandagriff opened the conference with an outline of the Council's objectives. James F. Oates, Jr., chairman, The Peoples Gas Light and Coke Co., as keynote speaker at the opening session, pointed out the brutal challenge that America faces through the inroads of socialism. The danger, he declared, is not through nationalization of production but through collectivism of income through taxation. Public utilities, as typical American institutions, are out in front as the scapegoats for politically ambitious people, he remarked.

The gas industry is in no sense a monopoly, Mr. Oates said. Its fuel is highly competitive and its salesmen are the field men who make competition work. Lack of competition is the cancer at the heart of the European nationalistic system.

Russell M. Perkins, Windsor Gas Co., Ltd., Windsor, Ontario, brought greetings from Charles M. Seeger, president, Canadian Gas Association. He pointed out the close relationship that exists between Canada and United States, with each serving as the other's best customer.

Julius Klein, vice-president, Caloric Stove Corp., gave a sharply etched picture of electric range competition. The gas industry needs to demonstrate more forcefully the modernity of the automatic gas range, he declared. Gas ranges hold greater profit possibilities for dealers, lower inventory costs and the highest gross profit of any appliance sold by

dealers. (Mr. Klein's remarks are reprinted elsewhere in this issue of the MONTHLY.)

Harold W. Springborn, managing editor, The Moore Publishing Co., New York, opened the afternoon session on Monday which was presided over by J. E. Walsh, Metropolitan Utilities District of Omaha, chairman-elect of the



Chairman R. J. Vandagriff, St. Louis, Mo., outlining objectives of the gas sales council



J. E. Walsh, Omaha, Neb., conference chairman-elect, presiding at Monday afternoon session



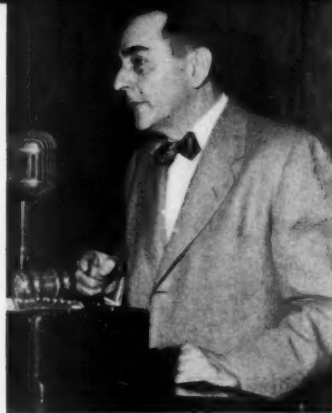
Conference strategists: H. D. Valentine (left), Chicago, program chairman, discussing last-minute details with Edmund S. Finerty, Chicago, a fellow member of the Mid-West Sales Council



James F. Oates, Jr., pointing out dangers of collectivism of income through taxation



Irene L. Muntz, Rochester, describing the importance of gas company home service work



A. von Wening, Milwaukee, Wis., noting basic opportunities of the capitalistic system



Dr. Sylvia A. Sorkin offering some new rules for salesmanship



F. X. Mettenet, Chicago, calling for industry-wide support of A. G. A. PAR Plan promotions



William L. Hayes, Minneapolis, Minn., presiding at Tuesday afternoon session during the Mid-West Regional Gas Sales Conference

conference. Mr. Springborn held that too many dealers today are trying to sell all types of appliances. Gas utilities must be both aggressive and selective in rebuilding sales organization, he said.

Dr. Sylvia A. Sorkin, economist and business consultant from St. Louis, offered some new rules for successful salesmanship under the amusing title "Your Personality Is Showing." She held that personality plays a most important part in effecting sales and suggested that sales managers try to cultivate outstanding personality traits in training men.

W. Paul Jones, president, Servel, Inc., Evansville, Ind., told of the increased volume of publicity, advertising and promotion needed to acquaint the consumer with the quality of gas. The gas industry must raise well-known names to combat competition, he remarked. In its own self-interest, the gas utility should do a selling job. Mr. Jones outlined Servel's plans, ideas and procedures. He named some of the procedures that he believes are necessary for a gas utility company to create a healthy selling climate.

Seeing is believing, and on Tuesday morning Norval D. Jennings, A. G. A., gave a preview of the many domestic gas films that the Association makes available to gas utility companies. Among these is a new film produced by the radio broadcasting industry, entitled "Lightning that Talks" designed to sell radio as an advertising medium, but which does an outstanding job in showing all-gas kitchens.

On Tuesday afternoon, Dr. J. L. Rosenstein, Loyola University, Chicago, gave an inspiring talk pointing out the

qualifications he would demand if he were a salesman and were choosing his sales manager. Too many sales managers today are amateurs trying to do a professional job, he declared. Salesmen are the ones who decide the future of the sales managers and sales managers should know as much about their men as they do about the company and its products. William L. Hayes, Montana-Dakota Utilities Co., Minneapolis, presided.

Irene L. Muntz, home service director, Rochester (New York) Gas & Electric Corp., and chairman, A. G. A. Home Service Committee, told of the important part home service representatives can play in the sales program of the gas utility. There are a million new homemakers each year needing information on use of gas fuel and equipment. Habits and hours of homemakers are changing and modern appliances are geared to coordinate with these changes, Miss Muntz said.

A. von Wening, vice-president, A. O. Smith Corp., Milwaukee, spoke on the inherent opportunities afforded by the capitalistic system. He pointed to events on the national scene that are tending to undermine the faith of the people in bankers and industrialists. Despite declining industrial production and increasing unemployment, eventually production can be stepped up, he said, to accept the 750,000 new workers being turned out from schools and colleges each year.

John J. Bourke, director, commercial cooking promotion, A. G. A., pointed to the importance of retaining the commercial cooking load for gas utilities. Electric cooking is (Continued on page 53)



Eleanor Marvin demonstrating gas laundry dryer during her talk "Show 'Em and Sell 'Em"

Sales-minded quartet: John A. Gilbreath (left), Evansville; Frank A. McFerran, Pittsburgh; H. D. Valentine, Chicago; George L. Scofield, Buffalo



## Pittsburgh sales-talk

New and more intensive approaches to the industry's major sales problems were aired at the Eastern Natural Gas Regional Sales Conference at the Hotel William Penn in Pittsburgh, April 17 and 18. More than 200 sales executives and representatives of gas utility and gas appliance manufacturing companies participated in the program sponsored by the Residential Gas Section of American Gas Association.

James E. Humphreys, Business Promotion Manager, The Ohio Fuel Gas Co., Columbus, and chairman of the Council, pointed out the necessity for gas utilities to use every possible means to push promotional and sales efforts. Clif Simpson, managing director, National Appliance and Radio Dealers Association, discussed the day set aside for dealers at the coming Annual Convention and Exhibition to be staged by A. G. A. and GAMA in Atlantic City this October. Through his association, Mr. Simpson is urging a strong participation on the part of gas appliance dealers. He asked the cooperation of gas utility companies in making the dealer participation an outstanding success.

Albert W. Conover, president, Equitable Gas Co., Pittsburgh, opened the first general session with a complimentary

view of the benefits derived from the A. G. A. Promotion, Advertising and Research (PAR) Plan during the past five years. Benefits can be measured not only in profits to gas utility companies, but also as a united effort to sell the industry and private ownership and management to the public. Free enterprise no longer can be taken for granted but must continually be sold, he pointed out. He recommended an organized effort to "sell" the gas industry to its employees, to its customers, to the government and to pressure groups.

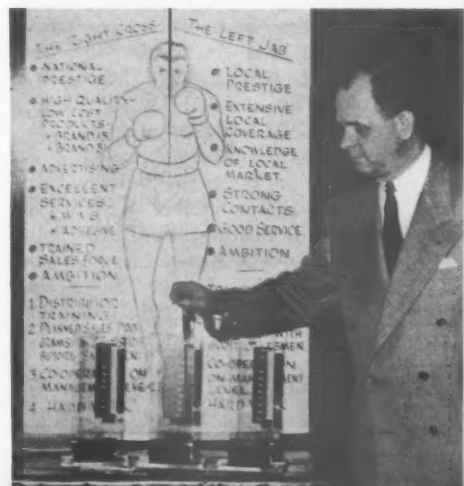
Harold Massey, assistant managing director of GAMA, sounded a cheerful note in revealing the latest statistics from that association's statistical bureau. Gas range shipments for March reached a new high for that month and were 70 percent above March 1949, he noted. Shipments for the first quarter were 69 percent over shipments in the first quarter last year. Shipments of gas water heaters in March 1950 reached an all-time high for any month and were 65 percent above March 1949. For the first quarter, gas water heater shipments showed an increase of 64 percent over a year ago.

Mr. Massey described profit possibilities in sales of the automatic gas clothes



Subject—appliances: W. P. Jones (left), president, Servel, Inc., and Harold Massey, ass't managing director, Gas Appliance Manufacturers Association

(Below) W. E. Reddy, Pittsburgh, "telegraphing punches" during talk on training and techniques





Albert W. Conover, president, Equitable Gas Co., recommending organized effort to "sell" the gas industry to its employees, customers, the government, and to other groups



Program group at fast-moving session on Tuesday morning: (Left to right) L. M. Holmes, Dayton, Ohio, presiding officer; Carl V. Haecker, Camden, N. J.; F. B. Jones, Pittsburgh; C. E. Hall, A. G. A.



Tuesday afternoon headliners: J. E. West (left), Washington, D. C., discussed "Gas Sales in Multiple Housing," and Lee Corn, Cleveland, who presided



There are "acres of diamonds" in many "back yards," Sol D. Weil (left), Philadelphia, remarked. At right is J. E. Humphreys, council chairman

dryer and what it can do for customers, utilities and dealers. With electric clothes dryer models outselling gas by two-to-one, something should be done to capture the potential market of 2,600,000 units that now exists, he added.

Mr. Massey's talk was followed by a practical demonstration of the use of a gas laundry dryer by Eleanor Marvin, home economist, The Manufacturers Light & Heat Co., Steubenville, Ohio. Miss Marvin's dramatic demonstration "Show 'Em and Sell 'Em" won one of the *McCall's* Achievement Awards at the A. G. A. Annual Convention last year.

Many gas utility companies and dealers are neglecting the "acres of diamonds" in their own back yards, Sol D. Weil, Geo. D. Roper Corp., Philadelphia, told his audience. The automatic gas range can do everything any competitive appliance can do, and do it

better, Mr. Weil declared. As proof of his statement, he gave a dramatic demonstration of the ease and simplicity of food preparation with new, modern gas ranges.

George L. Scofield, assistant to president, Republic Light, Heat and Power Co., Buffalo, N. Y., presided at the Monday afternoon session. W. Paul Jones, president, Servel, Inc., Evansville, Ind., reviewed old fashioned selling methods, stressing the importance of the prospect lists built up by salesmen. What was good then, is good now, Mr. Jones declared. He pointed out many of the excellent characteristics of the old-time salesman that are missing today. Remarking that a great market exists for gas refrigeration, he urged gas utility companies to follow Servel's example by increasing advertising and promotional activities to get gas into a dominant position in the home.

Frank A. McFerran, general sales manager, Rudd Manufacturing Co., Pittsburgh, classified the automatic gas water heater as the "basement romeo" of the household. There is a huge market for this appliance not only in the new home field but also in the volume water heating field in new apartments and other multiple office and residential units, he said.

H. D. Valentine, director of sales promotion, The Peoples Gas Light & Coke Co., Chicago, gave an enlightening outline of the sales training methods used by his company. Results achieved in the highly competitive Chicago market have proved the efficacy of the utility's sales training plan.

Concluding the Monday program, John A. Gilbreath, Servel, Inc., presented an illuminating discussion of the sales and load balancing possibilities inherent in all-year gas air conditioning.

The present rate of growth of gas air conditioning is six times greater than before the war, he said.

L. M. Holmes, commercial manager, Dayton Power & Light Co., acted as chairman at the Tuesday morning session. His program opened with a review of visual aids available at A. G. A. headquarters by Clifford E. Hall, A. G. A. assistant coordinator of Promotion. After a showing of the A. G. A.-McCall's Magazine picture, "New Freedom In Her Modern Gas Kitchen," Mr. Hall outlined points to be considered in making commercial or educational films.

F. B. Jones, manager, sales and market research, Equitable Gas Co., reviewed some of the work done by the major gas house heating committees at A. G. A. He discussed problems encountered in trying to meet the demand for gas house heating in natural gas territories. Mr. Jones recommended thorough studies of the gas house heating problems by individual companies, with a complete

analysis of existing markets in each city, section-by-section.

A huge "profit cake" awaits cutting by gas utility companies with completely organized sales plans, F. W. Williams, secretary, A. G. A. Residential Gas Section, told the conference. Sales training and promotion are necessary adjuncts to a successful sales plan, he declared. He pointed out the many aids available at A. G. A. headquarters, including sales training courses that have been classified by impartial authorities as the best ever produced in trade association fields. Mr. Williams concluded his exposition with the unveiling of a huge cake baked by home service girls of Equitable Gas Company.

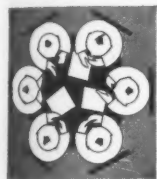
Carl V. Haecker, Radio Corp. of America, in an amusing approach, told the conference why people buy. He assembled the ingredients of a successful campaign in a dramatic manner.

Lee Corn, supervisor of domestic sales, The East Ohio Gas Co., Cleve-

land, was chairman at the afternoon meeting on Tuesday. James E. West, new construction sales manager, Washington (D. C.) Gas Light Co., discussed a subject of growing importance to the gas industry, "Gas Sales In Multiple Housing." While multiple housing comprises a sizeable segment of the market, gas utilities should devote their attention to the over-all new construction market, he added. Multiple housing problems require specific treatment, particularly early and complete coverage of every contemplated job.

Substituting for Thomas M. Joyce, general counsel, Massachusetts Electric & Gas Association, who was unable to attend because of illness, W. E. Reddy, industrial sales manager, Scott Paper Co., of Pittsburgh, gave an outstanding presentation on sales training and sales techniques.

Gas appliance manufacturers entertained the delegates at a Friendship Room on both days.



## Industrial relations round-table

*Prepared by*  
**A. G. A. Personnel Committee**

● **New York Commission ruling on pensions**—The New York Public Service Commission by a memorandum dated March 9, 1950 (Cases Nos. 9187, etc.) has expressly reversed its previously held position and concluded that upon the establishment of a pension plan, whether based on past or future services, or both, the entire charge becomes an operating expense, not an income deduction or a charge to surplus. The opinion indicates that a plan must meet certain tests, such as: the company claiming the deduction has irrevocably committed itself to the obligation to pay the pensions, the plan must be reasonable in order to avoid disallowance of excessive payments thereunder in a rate proceeding, and the charges to operating expense should be made in the proper year. The Commission has left for further consideration the question of the proper year or years in which to charge the expenses of past service benefits. Revision of the provisions of the Commission's uniform system of accounts relating to pension payments may be expected to be forthcoming in the near future to reflect the changed thinking of the Commission in regard to pension costs.

● **A new color sound slide film, "Your Employee and Your Cost Reduction Program"** has been prepared and issued by Fred Rudge Inc., consultants in management rela-

tions at 475 Fifth Avenue, New York. The film deals with executive, supervisory, and employee attitudes towards cost reduction and towards campaigns for reduction of costs. It was developed out of studies made in a number of plants in cooperation with several industries in five states. An easel is furnished to supplement and document the film. The film itself deals with such questions as why cost reduction programs drag, the logic of employee suspicion and distrust, and the major attitudes management must change.

● **Safety Pamphlet—"Bulch Learns to Lift"** is the latest pamphlet in the safety series issued by the Bureau of Labor Standards of the United States Department of Labor. The pamphlet discusses, with illustrations, the fine points of lifting techniques and eight fundamental rules for safe lifting. The booklet can be obtained from U. S. Government Printing Office, Washington 25, D. C. Price: ten cents each, \$5 a hundred.

● **What the worker wants to read**—General Motors, surveying its distribution of seven million booklets on various subjects through the GM Information Rack Service—there are 800 in the GM plants throughout the country—has found that the most popular booklets were those dealing with cooking, household matters and gardening. The company found that next in order of demand were booklets on: (1) mechanics and engineering, (2) the company and its operations,

including economics, research, history and policies, (3) health and safety, (4) social and economic problems, and (5) inspirational and religious material.

● **Consolidated Edison of New York and pensions**—A pension agreement covering 30,000 employees of Consolidated Edison Co. of New York, Inc., was announced on March 16 by the company and the Utility Workers Union of America, CIO. Union leaders described it as the "best pension plan in the country."

The agreement provides for minimum pensions of \$125 a month at the age of 63 for workers with thirty years' service and \$100 after 25 years of service and proportionately lesser minimums for those with shorter service. These changes will apply to those persons on the present retirement rolls of the company as well as to those retired in the future. The pensions will be non-contributory and social security benefits received by each retired worker will be included in the pension payments.

The agreement included important wage adjustments, particularly in connection with periodic increases to employees, and provided for a reopening as to wage matters for the year 1951.

For further detailed information on the settlement write Dwight S. Sargent, personnel director, Consolidated Edison Co. of New York, Inc., 4 Irving Place, New York 3, New York.

*(Continued on page 48)*



# Industry news

## Six awards to honor industry achievement

**OUTSTANDING CONTRIBUTIONS** to different branches of the gas industry in 1949 will be honored again this year by six major awards. Association members are urged to seriously consider for immediate nomination any employee who can qualify under one of the award classifications.

Individual achievement and leadership during 1949 will be recognized at the A. G. A. Annual Convention by presentations ranging from the highly coveted A. G. A. Distinguished Service Award to honors for home service and gas house heating progress. All entries should be addressed to American Gas Association, 420 Lexington Ave., New York 17, N. Y.

Home service entries should be postmarked not later than July 30, 1950, and gas heating progress entries, by September 1, 1950. Deadline for the distinguished service, gas summer air conditioning and meritorious service entries is August 1, 1950. (Names of the 1948 award winners appear in the November 1949 A. G. A. MONTHLY.)

General conditions and requirements of the various honors are as follows:

● **A. G. A. Distinguished Service Award**—Entries due by August 1, 1950.

This is the industry's most coveted honor and is presented annually to the individual who has made the most outstanding contribution toward the advancement of the

gas industry. The award consists of an engraved certificate and a substantial cash payment.

Since it was established in 1929, the award has been presented for developments in refrigeration, labor saving accounting, rate making, dealer cooperation, fortification and extension of industrial use of gas, public relations, changeover from one kind of gas to another, research, development of manufactured gas production processes.

● **Beal Medal**—Highest technical recognition in the industry, originated by the late W. R. Beal and now sponsored by Ernest R. Acker, president and general manager, Central Hudson Gas & Electric Corp., Poughkeepsie, New York.

The Beal Medal is awarded to the sole author of the best technical paper presented at a meeting of the Association or printed during the Association year. Award includes a bronze medal and financial recognition.

● **A. G. A. Home Service Achievement Award**—Entries must be postmarked not later than July 30, 1950.

Presented to directors of home service departments for achievement in the area served by each company and to those individuals whose ideas have contributed most to the advancement of modern homemaking by promoting interest in and better use of gas and modern gas equipment in the home. The award is sponsored by *McCall's Magazine*.

Unique feature of the contest is the recognition of individual ideas as well as contributions of home service departments.

Financial awards and a bronze plaque will be presented to winners in each of three divisions: companies with more than three persons in the home service department, companies with at least one but not more than three home service representatives and to individual members of home service departments of three different companies whose ideas have contributed most to the advancement of modern homemaking through the use of gas equipment.

● **A. G. A. Gas Heating Progress Award**—Entries due at A. G. A. headquarters on or before September 1, 1950.

card with his comments on the installation. After receipt by the company, all complimentary cards are initialed by W. H. Ligon, president, and posted on the service department bulletin board for employees to see. A high percentage of answers has been received. To date 100 percent of the post card replies

This competition is specifically designed to give public recognition each year to the individuals who have done most to stimulate, maintain or increase consumer demand for gas heating. First introduced in 1947 under the sponsorship of the Coroaire Heater Corp., Cleveland, Ohio, the award consists of five cash prizes ranging from \$50 to \$500 each and totaling \$1,000. Attractive certificates also are given to the winners.

● **A. G. A. Meritorious Service Award**—Entries due at A. G. A. headquarters on a form provided by the Association before August 1, 1950.

This award for heroic action continues to be the industry's highest recognition for the saving of life and property. It consists of a gold medal and button plus a certificate, and is presented to the individual who has performed the most meritorious act in the gas industry each year beginning July 1 and ending June 30.

The winner must have shown conspicuous judgment, intelligence or bravery in saving human life either in the plant or works of any gas undertaking or connected with handling of materials of manufacture or products manufactured or distributed.

The award was made possible through the generosity of the late Walter R. Addicks, senior vice-president, former Consolidated Gas Co., of New York.

● **A. G. A. Progress Award in Gas Summer Air Conditioning**—Entries due on or before August 1, 1950.

Sponsored by Servel, Inc., Evansville, Ind., this award is designed to give recognition to exceptional achievement in the advancement of this important phase of gas industry activity.

All member gas companies are eligible. Requirements are outstanding accomplishments in any aspect of gas summer air conditioning during 1949. Sales, promotion, advertising, and research developments of summer air conditioning are possible fields for contest winners.

The award comprises a progress trophy, substantial cash payments, and miniature trophies for individuals.

## Nashville "score cards" boost employee morale

**A NEW TWIST** to an old idea is paying off for Nashville Gas & Heating Co., Nashville, Tenn., in improved employee morale and closer customer relations.

Whenever the company installs merchandise or makes an appliance adjustment, the customer is asked to return a self-addressed

where and how they happened. Also depicted in the film are many safe practices used in operations similar to those in which the accidents occurred. Reflecting the accident experience covered, most of the film is devoted to manufactured gas processes.

Photographs in the film were taken on the properties of numerous member companies of American Gas Association. They show a variety of installations and practices of interest to gas operating men.

have expressed satisfaction with the individual serviceman's attitude.

"The greatest hope of our industry is in having the customer enjoy doing business with us," Mr. Ligon believes. "These cards cost but a few cents per service call and give the score to the customer, the employee and to management."

## Film sums up fatal accident experience

**ANALYSES** of some 200 fatal accidents in the gas utility industry during the period 1938 through 1947 are featured in a sound-slide film, "Add 'Em All Up" which was reviewed at a recent meeting of the Association's Accident Prevention Committee.

The accidents are analyzed by type, by department, and by occupation to determine

Copies of this standard 25 mm sound-slide film (running time 20 minutes) may be purchased from Liberty Mutual Insurance Co., 175 Berkeley St., Boston 17, Massachusetts.



## Westchester gets radio control center

AN ESTIMATED 250,000 miles of vehicle travel can be saved each year by a new county radio control center opened in Mount Vernon, N. Y. by Westchester Lighting Company and The Yonkers Electric Light and Power Company. The new center is now in use 24 hours a day, coordinating operations of the companies' gas and electric transmission and distribution systems and directing emergency repairs throughout the territory.

Last fall the installation of a new dial private telephone exchange, largest in the county, was started in the general office building. At the same time the companies began work on their new unified dispatching and control center with farflung lines of communication, as well as radiotelephone facilities. The dial telephone system was placed in service on February 28, radiotelephone dispatching on March 13, and the load distribution operating room on March 17. With all these

facilities operating around the clock, faster and more efficient service will be rendered to the 152,705 residential gas customers and the 12,815 industrial and commercial customers.

In a statement to the press, Edward P. Prezzano, president, stated: "This County Control Center, together with the use of radiotelephone for the prompt dispatching of emergency calls and the improved machine switching telephone facilities recently installed, will enable us to render faster and more efficient service to 600,000 residents of Westchester County in an area of about 300 square miles."

In addition to making a major contribution to customer satisfaction, the system is expected to save thousands of dollars in motor vehicle operating and maintenance costs.

In designing the center, every effort was made to take advantage of the experience of other large utility companies serving compa-

nable areas. As a result of this installation, night, weekend and holiday calls from gas and electricity users anywhere in the county automatically will be routed through the new headquarters telephone system.

Customers will call the nearest company office as usual. By the new routing, however, the calls will be handled expeditiously at the control center where the dispatcher can get into immediate communication with the companies' emergency forces, using radiotelephone.

In plain view of the dispatchers is a map of Westchester County made of a series of aerial photographs on which the principal streets and highways are indicated together with some 1,300 miles of gas mains. The map has a steel backing so that small magnetic numbers, representing the 50 service trucks and vehicles equipped with two-way radio-telephones, may be placed on the map at their last known location.

In case of trouble, the dispatcher picks out the nearest truck, as shown by its numbered magnetic designating block on the map, and gets the truck on short-wave radio over the company's transmitter KE5-700. A code number is used to describe the trouble without letting other short-wave listeners know.

One of the leading Westchester dailies, commenting editorially on this new service, stated: "Difficulties in the gas and electric service, whether they be merely a pilot light which has gone out, a broken electric cable or something far more serious can endanger public safety. Operation of this new control setup is, of course, a business venture, but at the same time it is a definite step in the direction of public service. Residents of the county may feel a new assurance in the knowledge that their safety is being vigilantly guarded at all times."

Another innovation which will increase efficiency has been the microfilming of every gas customer's service card. Westchester County is primarily a suburban and rural community, and with residents changing grades of lawns and shifting soil in farming areas, many curb shut-off boxes are difficult to locate. By means of the microfilmed service cards the exact location of a curb box can be given to a service man over the radio in a matter of seconds. The new centralized system will enable gas to be shut off in a hurry in emergencies, even if the curb box is buried and out of sight.

## Laclede uses telemetering

SUCCESSFUL OPERATION of a system of remote recording and control of gas pressures put into effect by Laclede Gas Co., St. Louis, Mo., on January 14, is reported by E. F. Trunk, engineer of design.

Twenty Metameter Receivers on a control board in the Forest Park dispatching room continuously chart the gas flows and pressures at strategic points throughout the company's transmission and distribution system. Weather forecasts supplied by the U. S. Weather Bureau office in St. Louis are secured daily to help in working out pressures and quantities of gas required to serve customers.



Emergency dispatching desk in Mount Vernon, N. Y., from which emergency crews are directed and coordinated. On duty are Dispatcher George R. Brewster (left), and General Foreman Edward F. Bowe



Operations of gas distribution stations are coordinated from this desk in new radio control center

## Equipment improvement plans pushed by A. G. A. group



Opening meeting arranged by Equipment Improvement Committee of the Industrial & Commercial Gas Section, with manufacturers of gas-fired deep fat fryers at A. G. A. Laboratories in Cleveland, March 16. Presiding is the committee chairman, W. M. Anderson, Boston Consolidated Gas Company

## Experts plan domestic advertisements



A. G. A. Domestic Gas Copy Committee and advertising representatives in Atlantic City, April 17. Clayton G. Cassidy, The Peoples Gas Light & Coke Co., chairman, is at head of table in light suit

## Home service boosts commercial cooking



One of a series of cooking demonstrations staged at Kansan Hotel in Topeka, Kan., by home service department of The Gas Service Company. Fern Martin, gas company demonstrator, and her assistant, Dorothy Budde, show how to glamorize appearance and flavor of commercial salads

**R**ECOMMENDATIONS of the Equipment Improvement Committee, Industrial and Commercial Gas Section, were implemented during a meeting at the American Gas Association Laboratories in Cleveland, Ohio on March 16. Joining committee members in the discussion were representatives of eight manufacturers of gas-fired deep fat fryers and also Laboratories personnel.

This was the first of a proposed series of meetings arranged by the Equipment Improvement Committee to inform gas equipment manufacturers of recommendations for improving the competitive position of gas-fired commercial cooking equipment.

The new Equipment Improvement Committee is an outgrowth of a subcommittee of the Food Service Equipment Committee. Earlier the parent group started following up recommendations by an appliance study committee of A. G. A., by committees of Pacific Coast Gas Association, New England Gas Association, American Dietetic Association, National Restaurant Association and commercial equipment users. The group's studies were under way when recent tests by the Army Quartermaster Corps at Camp Lee, Va., focused attention on the deep fat fryer.

Program for the March 16 meeting included an outline of the Laboratories' development and growth. The group was told that approval requirements offer manufacturers an opportunity to take advantage of the latest developments in the art and to offer the public products that are thoroughly tested and approved as safe and dependable.

A representative from the Laboratories indicated that requirements for all commercial gas cooking equipment are being coordinated and will be consolidated into one general ASA requirement covered by one A. G. A. subcommittee. Manufacturers and utility men are represented in equal numbers.

Fundamentals of applying gas burners to commercial gas cooking equipment were covered in detail. The group was told of the availability of studies sponsored by A. G. A. Committee on Comparison of Competitive Services at the A. G. A. Laboratories and also of research bulletins (prepared under the PAR Plan) which cover features of burner design and application.

The group learned from a report on research that the general level of gas equipment performance has been raised substantially. Nevertheless, the gas industry is faced with aggressive electric competition.

Another representative from the Laboratories noted that manufacturers should pay close attention to basic fundamentals. For instance, gas-fired deep fat fryers need more speed to meet customer requirements. However, manufacturers of deep fat fryers deserve credit for the energy with which they have attacked the speed problem. Even in the short time since completion of the Camp Lee tests gas fryer inputs per pound of fat have been more than doubled in the modern gas fryers.

The Committee on Industrial and Commercial Gas Research, a PAR Plan committee, is now conducting a transfer study on the breakdown of fats to determine the basic concepts of heat application that can be used most effectively under imposed limits.

## A.G.A. incinerator contest winners named

**A. G. CLARKE**, sales promotion manager, Portland (Ore.) Gas and Coke Co., has been awarded first prize of \$200 in the gas incineration contest sponsored by American Gas Association Gas Incineration Committee. Announcement was made by Ira J. Rapson, Michigan Consolidated Gas Co., chairman of the sponsoring committee.

Second and third awards of \$100 each went to Mrs. Lillian E. Stanier, Equitable Gas Co., Pittsburgh, and E. Lewis Howe, Southern California Gas Co., Los Angeles, respectively. Fourth and fifth awards of \$50 each went respectively, to Richard G. Noll, The Peoples Natural Gas Co., Pittsburgh, and Robert C. Havens, The Binghamton Gas Works, Binghamton, New York.

Rapidly growing interest in gas incineration as an important consumer service and a profitable gas utility load builder was attested by the large number of contestants who participated in the contest, Mr. Rapson said. More than 50 companies were represented in the final judging, and the quality of the entries was so uniformly high that the judges had difficulty in selecting the five most deserving ideas.

Mr. Rapson also pointed out, by way of encouragement for future contestants, that of



A. G. Clarke



Mrs. L. E. Stanier



E. L. Howe



R. G. Noll



R. C. Havens

the five winners, only one was actually engaged in promotional or advertising work. Mr. Clarke, whose prize-winning entry comprised a suggested gas incinerator advertisement with accompanying layouts, was appointed sales promotion manager of Portland Gas & Coke Company in February 1950 his first employment in the gas industry.

Mrs. Stanier, second prize winner is secretary to D. P. Hartson, vice-president and general manager, Equitable Gas Company. Mrs. Stanier submitted a proposed advertising and sales program. She stated that her interest in advertising stems from working with Mr. Hartson when he was chairman of A. G. A. National Advertising Committee.

Mr. Howe, third prize winner, is a clerk in the rate and appraisal department, making special rate studies for Southern California Gas Company. He won first prize in a contest held in 1941 by his company for a paper on domestic gas promotion. His ideas

for promoting gas incinerator sales will be of benefit in future A. G. A. campaigns.

Mr. Noll, whose idea for a "contrast poster" showing the desirability, cleanliness and efficiency of gas incineration, won the fourth prize, is in the payroll department of The Peoples Natural Gas Company in Pittsburgh. He has never been actively employed in advertising or sales promotion, though he once designed an electric refrigerator and worked in the fields of electric refrigeration and air conditioning before going into rate and payroll work.

Robert C. Havens won the fifth award with an essay "We Should Promote Gas Incineration." Although he now is employed as a territory salesman, none of his service with Binghamton Gas Works, which commenced in 1937 after graduation from high school, has been in the advertising department. His 4½ years of service in the Army were spent mostly in active field service in the South Pacific.

## Christell heads Great Lakes personnel group

**ELMER W. CHRISTELL**, superintendent, employee relations department, The Peoples Gas Light and Coke Co., Chicago, was elected chairman of American Gas Association Great Lakes Personnel Conference for the coming year, at a meeting in Chicago on March 10, 1950.



E. W. Christell

Norman D. Bradley, assistant manager of

industrial relations, The East Ohio Gas Co., Cleveland, was elected vice-chairman, and Hugh F. Foster, assistant director of employee relations, Consumers Power Co., Jackson, Mich., was elected secretary.

Elmer L. Ramsey, assistant vice-president, Laclede Gas Co., St. Louis, Mo., presided at the conference. The nominations were made by a committee consisting of George L. Sawyer, Michigan Consolidated Gas Co., chairman; W. D. Baker, Wisconsin Power and Light Co., and Walter K. Paul, Northern Indiana Public Service Company.

W. D. Baker, personnel director, Wisconsin Power and Light Co., outlined his com-

pany's employee information program which deals with principles of the American Economic System. In his discussion of their program he showed the aims of an economic system and how well the American system has met these requirements. He also discussed the mechanics involved in presenting a program of this type, such as the selection and training of conference leaders, size of groups, as well as material and discussion guides required.

Next meeting of the A. G. A. Great Lakes Personnel Conference will be held in Chicago on June 16. All utility personnel executives in that area are invited to attend.

## Experts suggest producer gas comeback

**AT PRESENT PRICES**, there is little chance of research developing a manufactured gas from coal which can compete directly with natural gas, scientists from Battelle Institute, Columbus, Ohio, declared recently.

Speaking on the "Economic Aspects of the Development of Fuel Gas From Coal" at a meeting of American Institute of Chemical Engineers in Cleveland, April 14, Dr. John F. Foster, Battelle fuels expert, and Dr. Rich-

ard J. Lund, authority on engineering economics, said that delivered wholesale prices of natural gas would have to double, at least, before science can produce from coal a fuel gas that would be competitive.

"Producer gas," they said, "may be on the threshold of a comeback. In the first place, it costs less in heating value than distillate (light fuel oil) in 1949, and only slightly more than heavy fuel oil. In the second place,

it assures a steady supply of fuel gas. This is important if interruptions of natural gas to industry are likely to occur because of pipeline breaks or peak domestic demands during severe weather, and if the long-term supply of fuel oil is uncertain. . . . Also, with future development of improved techniques for using low-cost waste coal, producer gas might be made for as low as 25 to 30 cents per million Btu."



## Ohio Fuel Gas host to restaurateurs



Commercial cooking discussion in Ohio: (Left to right) Charles Eeles, Toledo district industrial sales manager, The Ohio Fuel Gas Co.; Sam Fine, president, Toledo and Northwestern Ohio Restaurant Association, and John J. Bourke, director, commercial cooking promotion, A. G. A.

**M**EMBERS of the Toledo and Northern Ohio Restaurant Association were guests of The Ohio Fuel Gas Company in the company's Toledo auditorium on the evening of March 22. Three hundred and twenty-five restaurant operators from the Toledo and Fremont districts spent an entertaining and informative evening.

I. A. Ludwig, vice-president and Toledo district manager, welcomed the restaurant

operators. Speaker of the evening was John J. Bourke, director of commercial cooking promotion, American Gas Association, who gave a talk (a Par Plan activity) entitled "Where Your Profits Come From."

Using cartoon slides, Mr. Bourke illustrated the manner in which economies can be effected by proper use of gas equipment. He showed how the proper placement of pots and pans on the top of the gas range can

save as much as one-third of the fuel cost.

Wastefulness in lighting up ranges hours ahead of time was emphasized. Mr. Bourke pointed out that only 15-20 minutes are required to heat up solid top ranges. Once they are heated up, the flame can be lowered and still maintain cooking temperature. The restaurant operators were also advised to pay attention to the condition of their pots and pans in order to save fuel.

Commenting on meat shrinkage, Mr. Bourke pointed out that a rib of beef roasted at 450° will shrink 20-30 percent more than one roasted at 300°. This illustration pointed out the necessity for using thermostats and assuring that they are in proper calibration.

Some of the other factors discussed by Mr. Bourke were the necessity for using thermostatically controlled coffee brewing equipment, the characteristics of a properly adjusted gas flame and how to obtain them, and several other tips on proper restaurant operation. He admonished the restaurateurs to beware of insulation peddlers who dupe volume cooking operators into paying large sums of money for putting asbestos cement into the combustion chambers of gas ranges. These peddlers make a false claim that this will reduce fuel bills, he declared. Some large establishments have been fleeced for over \$1,000 by this practice.

Mr. Bourke's talk was followed by entertainment and a supper prepared by The Ohio Fuel Gas Company's home service girls. In order to get to the supper the restaurant operators passed long lines of the latest commercial gas cooking equipment.

## Hartford Gas receives water heater award



Howard R. Carlson (right), sales manager, The Hartford Gas Co., Hartford, Conn., receiving national Court of Flame trophy from Stanley C. Gorman, Gas Appliance Manufacturers Association. Last year the utility led all companies in its group in sales of high-grade automatic gas water heaters. The award was presented during a special meeting in the gas company auditorium attended by representatives of more than 100 master plumber firms. Mr. Carlson congratulated the sales staff and master plumbers on their sales performance and predicted even greater achievement in the 1950 contest

## Kerr Bill vetoed

**L**AST MONTH PRESIDENT TRUMAN vetoed the Kerr Bill and temporarily halted the present struggle to amend the Natural Gas Act. The bill would have prevented Federal Power Commission from regulating sales of natural gas to interstate pipeline companies, for resale in interstate commerce, by producers and buyers who are not affiliated with the buyers.

Outlining the reasons for his action, the President noted that under present conditions in the natural gas gathering industry "there is a clear possibility that competition will not be effective, at least in some cases, in holding prices to reasonable levels. Accordingly, to remove the authority to regulate, as this bill would do, does not seem to be wise public policy," he declared.

Proponents of the Kerr Bill offered many reasons why it should have been passed. J. Ed Warren, president, Independent Petroleum Association of America, said that the bill would have "resolved the uncertainty in favor of free enterprise. The President spoke of a continuance of the authority to regulate producers' and gatherers' prices. He was misadvised on this," Mr. Warren said. "The only thing that is continued is the confusion which the Kerr bill would have cleared up. In such an atmosphere the advocates of nationalism make progress."



## College seniors awarded IGT fellowships

SIXTEEN COLLEGE SENIORS recently were granted fellowships at the Institute of Gas Technology, Chicago, effective next September. Recipients of the awards will prepare themselves for public service through the gas industry by graduate study in gas technology, and related subjects in business administration and pure and applied science.

Each of the men selected has demonstrated superior scholastic ability. Fellowship winners are: Richard L. Alexander, Kansas State College; Thomas R. Campbell, Ohio State University; John L. Denton, Purdue University; Philip A. Dieffenbach, Brooklyn Polytechnic Institute; Stanley M. Erlund, University of

Kansas; Robert L. Hays, University of Illinois; Evan C. Kovacic, University of Pittsburgh and more recently employed by Phillips Petroleum Co.; Robert F. McNamara, Brooklyn Polytechnic Institute; Loren N. Miller, Oregon State College; Daniel S. Ortiz, University of Pittsburgh; Kenneth D. Raven, University of Texas; Russel A. Sault, Purdue University; Robert D. Sickafoose, Illinois Institute of Technology; Paul E. Smith, Bucknell University; James R. Stewart, Louisiana Polytechnic Institute; and Louis H. Windsor, Johns Hopkins University.

As the research and educational institution founded and supported by American Gas

industry, IGT has an educational program designed to train men for positions of responsibility in the following phases of the manufactured and natural gas industries: production, transmission, distribution, utilization, administration, research and sales.

Classroom instruction is supplemented by summer work in the industry, plant inspection trips and seminars conducted by prominent men from the industry. Fellowship grants enable students to pursue studies unhindered by financial considerations or by part-time work. The stipend currently amounts to \$1,250 annually in addition to tuition and remuneration from gas companies for summer work.

## Brooklyn glamor "sells" Spring Style Show series

THE FLOWERS that bloom in the spring look pale by comparison with the dazzling display of colors that glamorize The Brooklyn Union Gas Company's current series of Spring Style Show dealer meetings.

The series is designed to present to the company's 1,200 cooperating plumber-dealers, the main outlines of the new 1950 sales campaign. Meetings in district offices are highlighted by the spring hat stylings of George Nast, advertising supervisor, and by the appearance in person of Vernon "Goofy" Gomez, one of baseball's great pitchers.

Spring, baseball, and the Gay Nineties were utilized as combined themes. Clever decorations and stage settings, laughs, patter and the shouts of peanut and crackerjack hawkers helped to present the serious business.

Each of six hat creations modelled by the company's home economists represented advantages of the gas flame, such as speed, flexibility, and coolness.

A railroad skit was used as a vehicle for introducing the incentives offered in the "All Aboard" water heater sales contest. Old time ballplayers paved the way for presentation of the "Gay Nineties Baseball Contest" which offers premiums and prizes through "merit points" based on sales of all gas appliances.

The "confidence man" dealt out of his bowler hat a handful of aces in the form of a hard-hitting advertising program tied in with local contests and with the national promotional efforts of the gas industry. The Spring Style Show motif, for example, will be followed by Brooklyn Union in a heavy newspaper advertising program involving the principal metropolitan dailies, a list of 30 local weeklies, and ten foreign-language papers.

In addition to this powerful sales stimulant, the company will originate six broadsides to be hand-delivered to 425,000 of its customers in the metropolitan area. A colorful sales message will be enclosed with each of 850,000 statements mailed out bi-monthly. The company also will promote the gas story on its television show "Market Melodies."

Chief object of the meetings is to point out to plumber-dealers that by taking advantage of Brooklyn Union's cooperative sales program they can enjoy the benefits of national and local advertising plus gas company financing, installation, and service plans.



Milady's latest hat creations, with the emphasis on a woman's dream of perfect cooking, are demonstrated by these home economists from The Brooklyn Union Gas Company: (Left to right) Carol O'Connor (cool kitchens); Phyllis Weaver (tailored heat); Patricia Sullivan (flexibility); Catherine Haigler (over-all beauty); Ann Sopensky (perfect baking), and Louise Maio (speed)



Casey Jones rides again! Ready to engineer Brooklyn Union's special "all aboard" gas water heater sales contest are these company salesmen, led by District Sales Manager Pat Walsh (center)

## Training and techniques head safety seminar

**H**OW CAN a safety program be designed to include small groups of employees working in outlying districts? What qualifications should be sought and what testing measures used in the selection of new employees? When and to what extent should discipline be used in enforcing safety regulations?

These were some of the many questions discussed and answered during the third Ebasco Seminar in Public Utility Safety held March 6-17 under the joint auspices of

Ebasco Services Inc. and the Center for Safety Education of New York University. Meetings were held at the Washington Square branch of the university and the Rector Street offices of Ebasco in New York City.

Submitting these questions and collaborating on their solutions were safety, personnel, and operating executives representing prominent gas and electric utilities in North and South America. Lecturers, moderators and discussion leaders for the various sessions included Dr. Herbert F. Stack, Dr. Walter A.

Cutter, and Professor M. D. Kramer of the staff of the Center for Safety Education; Dr. Dawson F. Dean of American Home Products Institute, and William T. Rogers and George G. Blair of Ebasco Services.

In addition to classroom studies in effective speaking, the psychology of human relations, elements of successful supervision, motor vehicle fleet safety, fire prevention and protection, and current trends and techniques in utility accident prevention, seminar members saw practical applications of modern safety principles on a series of field trips in the metropolitan area. Among the points of interest visited were the plant training school of the New York Telephone Company, the medical department, testing laboratory and Waterside generating station of Consolidated Edison Co. of New York, Inc., and the driver training school of the First Army on Governor's Island.

Other sessions included an informal problem forum. During the association panel held at American Gas Association headquarters accident prevention representatives of American Gas Association, Edison Electric Institute, American Institute of Electrical Engineers, American Society of Safety Engineers, and Association of Casualty and Surety Companies outlined the current activities of these national organizations and the facilities available through them.

W. T. Rogers, Ebasco safety consultant and director of the seminar, noted that the large number of operating executives in attendance is certain evidence of the increasing interest of top management in the economic and human relations aspects of accident prevention activities.



Members and faculty of Ebasco safety seminar: (first row) H. J. Crisick, A. F. Randolph, R. A. Huntington, D. Jones; (second row) Dr. W. A. Cutter, H. J. Ferguson, C. E. Hammon, F. S. Cameron, W. T. Rogers, Ebasco; (third row) Dr. H. J. Stack, R. T. Carton, D. C. Shevalier, C. H. Kirk, J. G. Richards; (fourth row) M. J. Lozio, J. G. Sealy, C. A. Cliff, and M. D. Kramer. Seminar was held in New York, March 6-17

## Industrial and commercial—

(Continued from page 27)

ledo, and chairman, A. G. A. Committee on Industrial Gas Practices. Mr. Eeles described the work of his committee in gathering, from all over the country, building codes related to piping and installation of industrial gas equipment. He noted that the committee is making substantial progress and that a report on the project will be released by the end of the Association year.

Commercial Gas Day on Thursday, April 6, began with an inspiring address by Don Nichols, president, Ahrens Publishing Co., New York. Mr. Nichols presented a hard-hitting reminder of the possibilities for the sale of commercial cooking appliances. He also presented figures on the increase of dinners eaten out and showed that it is up to gas companies to promote the sale of equipment which will meet this vast increase in hotel and restaurant business.

Another feature of Mr. Nichols' talk was a first-hand list of complaints that gas companies are not cooperating with equipment dealers to the fullest extent; that their servicemen are poorly trained; that they play favorites as to equipment, and several other gripes. He complimented the industry as a whole on its successful promotion and sale of heavy duty cooking equipment, but added that there are several spots around the country that merit a good house cleaning.

Walter S. Anderson, Boston Consolidated Gas Co., enlivened the meeting by giving some "Good News About Gas Fryers." He remarked that gas-fired deep fat fryers continually are being improved and that still further improvements can be expected.

Pinch-hitting for a speaker who was unable to attend, Hale Clark told the story of "The Neighborhood Bakery," drawing on his knowledge of the Detroit territory. He emphasized the value

of this type of enterprise to the community and its importance as a valuable gas load for the utility.

Two other addresses were presented by members of the A. G. A. staff. C. George Segeler, utilization engineer, reported on results of the Association's comparative fuels study. John J. Bourke, director of commercial cooking promotion, described the 1950 plans for promotion of commercial gas.

Of particular interest to commercial men attending the conference was the talk on counter appliances by A. M. Bornhofen, vice-president, Anetsberger Brothers, Chicago. The field itself is a highly competitive one. Mr. Bornhofen noted that modern gas counter appliances are available but that special efforts are needed to convince prospective customers that gas equipment can meet his every need.

Gas incineration of refuse and garbage, though not an entirely new con-

cept, has been promoted only recently. With an increasing number of people eating out, many volume feeding establishments are faced by problems of garbage removal. Ellis E. Smauder, president, American Incineration Corp., Detroit, told how gas incineration can solve sanitation problems and explained how to demonstrate its advantages to restaurant operators.

City codes in some areas do not permit on-the-spot incineration of garbage. This is due in part, Mr. Smauder said, to the fact that persons interested in the problem have not brought modern gas-fired disposal methods to the attention of municipal authorities. He recommended action to correct the situation and to amend codes so that they will permit the safe, sanitary and efficient disposal of garbage as a health measure.

Joseph F. Holland, public relations director, Pevely Dairy, St. Louis, was guest speaker at the formal luncheon on April 5. His address, "Third Base Coaching," was an inspiring talk which reminded his listeners of their obligations as citizens. He reminded the delegates not just to ride along on the current, letting the other fellow do all the work.

A traditional event at the conference—the award of certificates of life membership in the Industrial and Commercial "Hall of Flame"—was conducted during the general session. New members introduced into the "Hall of Flame" for outstanding contributions on behalf of the Industrial and Commercial Gas Section were as follows: W. A. Darrah, president, Continental Industrial Engineers, Inc., Chicago, Ill.; Bernard T. Franck, vice-president, Milwaukee Gas Light Co., Milwaukee, Wis.; Nelson R. Gorsuch, industrial engineer, Citizens Gas & Coke Utility, Indianapolis, Ind.; Harry O. King, New England manager, Vulcan-Hart Manufacturing Co., Boston, Mass.; Adolph H. Koch, in charge of standard industrial equipment, Surface Combustion Corp., Toledo, Ohio, and Arthur D. Wilcox, industrial engineer, Eclipse Fuel Engineering Co., Rockford, Illinois.

During the luncheon, a framed testimonial certificate was presented to J. P. Leinroth, Public Service Electric & Gas Co., Newark, New Jersey. Mr. Leinroth received this special recognition for his many years of service as a member of A. G. A. Committee on Industrial and Commercial Gas Research. He retired from the committee last year.

## Union Gas stresses appliance efficiency

# Let GAS do a FULL JOB for You!

CHECK YOUR APPLIANCES  
FOR EFFICIENCY

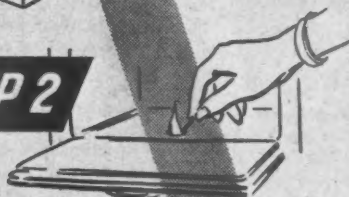
WHEN you light a gas appliance by hand, here's an important rule to remember. Light your match first, and THEN turn on the burner. Make sure the gas has ignited before you close the door to your oven or other appliance.

Modern ranges are available with automatic lighting and automatic controls. Gas is the most versatile of all fuels. Enjoy its advantages to the full by using it efficiently.

STEP 1



STEP 2



STEP 3



UNION GAS COMPANY OF CANADA LIMITED

One of a series of safety advertisements run in local newspapers by Union Gas Co. of Canada Limited. Theme of the series is to enjoy the advantages of gas fully by using it efficiently



## Six-month gas refrigeration drive started

A BIG NEW campaign has been announced by American Gas Association and Servel Inc., Evansville, Ind., to increase the sale of gas refrigeration during the spring and summer months. Known as the "Big Six" campaign, the selling drive opened on April 1 and will continue through September 10, 1950.

Participation in the contest will be open to all gas companies, appliance distributors, dealers and salesmen who sell Servel gas refrigerators. The campaign itself is patterned after refrigeration drives sponsored in the past by A. G. A. and Servel.

Spring and summer months have been chosen for this intensive sales effort because records show that more than 60 percent of all refrigerators are sold during these warm weather months of the year.

Two separate contests of three months each will be staged during the six-month period. April, May and June will be devoted to a competition known as the "Jet-Freeze" cam-

paign. In July, August and September, A. G. A. and Servel will join hands to provide another powerful sales activity known as the "Clean Sweep" campaign (a PAR Plan activity).

Each contest and the "Big Six" campaign will offer separate contest classifications and prize awards. In order to make the competition more fair and more equitable, the entire country has been divided into six geographic regions. Duplicate sets of monthly and quarterly prizes will be offered for each region in most classes of competition.

An important feature of the campaign is that distributors and dealers will take an active part in the sales competition and awards.

Twelve trophy plaques will be available as quarterly awards to gas company winners. Two of these will be awarded in each of the six regions—one to the gas company which makes the greatest number of retail gas refrigerator installations per 1,000 meters dur-

ing the first quarter, and one to a similar winner in the second quarter. Six large statuettes ("Big Six" awards) will be presented to gas companies for best performance during the entire six months of the campaign.

In addition, six Victory Vacation Flights will be awarded to a representative of each gas company that wins a "Big Six" award for the most installations per 1,000 meters during the entire six months.

Non-utility distributors will be recognized in the campaign with an impressive list of rewards. A total of 576 cash prizes will be included among monthly and quarterly awards for retail salesmen. Winning effort will also be recognized by other special sales incentives.

Tieing-in closely with the A. G. A. Promotion Calendar under the PAR Program, the six-months refrigeration effort will help all of the companies and salesmen enrolled to reap a maximum share of the refrigeration business in their communities.

## Domestic range shipments set new record

A NEW HIGH RECORD in domestic gas range shipments for the month of March has been announced by the Gas Appliance Manufacturers Association.

Preliminary figures reveal that 258,000 domestic gas ranges were shipped last March, an increase of 70 percent over the 151,500

units shipped in March 1949. The 1950 March shipments are 91 percent greater than the prewar average for the month. The premium high for March occurred in 1948 when 252,100 units were shipped.

First quarter 1950 shipments totaled 634,000 units compared with 375,900 units dur-

ing the same period last year, an increase of 69 percent. Thus, first quarter shipments this year more than doubled the prewar average of 304,300 units for the same period and were only 9.9 percent below the alltime record of 703,300 units shipped during the first quarter of 1948.



### Luther S. Williams

president, The Harrisburg Gas Co., Harrisburg, Pa., at the time of his retirement on April 1, 1930, died on March 26, 1950.

Mr. Williams entered the gas business in 1886 at Paterson, N. J. where he was assigned by The United Gas Improvement Company. Prior to moving to Harrisburg, he also worked with UGI subsidiaries in Allentown, Pa., Titusville, Pa., and Sheboygan, Wisconsin.

He joined the Harrisburg company in 1899 as assistant superintendent, was advanced to superintendent the following year, and in 1903 became manager of the company. In 1927 he was made vice-president and general manager, and later the same year was elected president. He was one of the charter members and the first president in 1909 of Pennsylvania Gas Association.

He is survived by his daughter, Mrs. Bernice Witmyer.

### Norman F. Paxton

assistant secretary and assistant controller, Panhandle Eastern Pipeline Co., Kansas City, Mo., died in a Kansas City hospital last month at the age of 48. He was an active member

of the General Accounting Committee, Accounting Section of American Gas Association.

Mr. Paxton joined Panhandle Eastern as an officer in October 1930, a few months after the company was formed. Prior to that date he was employed for about three years by The Ohio Fuel Gas Company. He had been engaged in an accounting capacity in natural gas companies for approximately 25 years. At the time of his death he was chairman of the membership committee and treasurer, Kansas City Control, Controllers' Institute of America.

Surviving are his wife, Mrs. Kathryn R. Paxton; a daughter, Mrs. Kathryn Teener, Sunflower, Kan.; his father, J. L. Paxton, Huron, and two sisters, Miss Ellen Paxton, Huron, and Mrs. Harriett Weber, Marietta, Ohio.

### Ervin Calhoun

prominent gas utility executive, died suddenly at his home in Chestnut Hill, Pa., on April 14. He was 70.

Mr. Calhoun became associated with The Philadelphia Gas Works Company in 1900 and continued in that organization until his death. Serving in various capacities through the years, he was manager of the stores department at the time of his death. His entire service with the company was devoted to services of supply. His fiftieth anniversary with The Philadelphia Gas Works Company was observed last January 12.

For many years, Mr. Calhoun had been a member of American Gas Association, Penn-

sylvania Gas Association and other affiliated utility organizations.

Mr. Calhoun is survived by his widow, Mary Cunningham Calhoun, a daughter, Martha, and a brother, Charles G. Calhoun.

### Paul N. Adams

manager of Chestertown Gas Co., Chestertown, Md., died suddenly of a heart attack at his home on Saturday, April 8. He was 67 years old.

Mr. Adams became associated with the gas company in 1916 and during his 34 years of continuous service gained a wide circle of friends in the industry.

### Carl H. Hoffstetter

president, Odin Stove Manufacturing Co., Erie, Pa. died on March 19, 1950. He was one of the founders of the company, along with his father.

Early in his career he was associated with several other range manufacturing firms. During the organization of the Odin company he worked with Detroit Brass Works for a few years and then rejoined the Odin company as general manager. In 1921 he also became president. Mr. Hoffstetter formerly was active in the Residential Gas Section, American Gas Association, and served as president of National Founders Association.

Surviving are two daughters, Mrs. E. C. Fisher and Mrs. Alan Richardson, and a brother, R. F. Hoffstetter.



## Crane advanced to president at Baltimore

**CHARLES P. CRANE** was elected president, Consolidated Gas Electric Light and Power Co. of Baltimore, Md. at a recent meeting of the board of directors. Formerly executive vice-president, Mr. Crane succeeds as president William Schmidt, Jr., who was reelected chairman of the board and chief executive officer of the company. Both officials are members of American Gas Association.

Mr. Schmidt has held both positions since 1946, but declined reelection as president in order to permit the advancement of other officers of the company.

Mr. Crane has been associated with the Consolidated Company since 1910. He received his early training in the public utility business under the immediate direction of the late Charles M. Cohn, who was then vice-president and later succeeded to the presidency and chairmanship.

As a consequence of his lengthy experience in the administrative affairs of the Consoli-



C. P. Crane



J. T. Wolfe



A. E. Penn



A. L. Penniman, Jr.



J. H. Wolfe

dated Company, Mr. Crane was elected vice-president in 1938 and in 1946 became executive vice-president, a director of the company and a member of its executive committee. He is also a director and past-president of Maryland Utilities Association.

Directors of the company also elected J. Theodore Wolfe as executive vice-president. Mr. Wolfe has been with the company since his graduation from Harvard Business School in 1932, and has been a vice-president since 1946.

The company also announced the reelection of Ralph L. Thomas and Herman L. Gruhn as vice-presidents and Francis E. Rugemer as treasurer. Austin E. Penn, secretary and assist-

ant treasurer, Abbott L. Penniman, Jr., general superintendent—electric operations, and John H. Wolfe, general superintendent of gas operations, were elected vice-presidents. The last official succeeds Henry R. Cook, Jr., whose retirement was announced. Mr. Cook has been a director of American Gas Association since 1946. Mr. Wolfe is an original member of Gas Production Research Committee, A. G. A. Mr. J. Theodore Wolfe, Mr. Gruhn, Mr. Rugemer and Mr. Penn also are members of A. G. A. Otis E. Smith was elected secretary, a position formerly held by Mr. Penn.

All members of the board of directors were reelected.

## Consolidated Edison vice-president retires

**CLARENCE L. LAW** retired May 1 from his post as vice-president in charge of public relations for Consolidated Edison Co. of New York, Inc. He had served the company and its predecessor, New York Edison, for more than 43 years.

Mr. Law has been identified with either customer or public relations since he first joined The New York Edison Company in 1906. He served for three years on Publicity and Advertising Committee, American Gas Association.

He later became general commercial man-

ager, then executive assistant to the president for New York Edison. He was elected vice-president, Consolidated Edison Co., when its public relations activities were coordinated in 1939. In this post he was in charge of the company's advertising, editorial, and economic research and industrial development departments, directing relations with civic and industry associations.

More recently he served as a director of Westchester Lighting Company and Yonkers Electric Light and Power Co., subsidiaries of Consolidated Edison Company.

and is currently secretary of the latter group. Other officers of Cumberland County are: president—Alfred E. Darnell; vice-president—Walter H. Felme; secretary—John L. McDonnell, and treasurer—Clarence F. Dicks.

## Richmond promoted at Cumberland County

**HAROLD P. RICHMOND** has been advanced from superintendent of operations, Cumberland County Gas Co., Millville, N. J., to general manager. Mr. Richmond joined the company in 1947 and

is a member of American Gas Association.

Howard H. Melvin was reelected executive vice-president of the company. He is a former president of New Jersey Gas Association and New Jersey Utilities Association,

## Harrison takes new post at Brooklyn Union

**PROMOTION** of A. Dudley Harrison from engineer of manufacture to assistant to chief engineer, has been announced by officials of The Brooklyn Union Gas Company. Mr. Harrison is a member of the Gas Production Committee, American Gas Association and is also a former chairman of the

A. G. A. Purging Committee.

He joined Brooklyn Union in 1928, serving in turn as superintendent's assistant under the engineer of distribution design, engineering assistant in the holder distribution division, and superintendent of holder distribution.

In April 1945 he became assistant general superintendent of Greenpoint Works. Subsequent positions included assistant engineer of manufacture, engineer of development and planning, engineer of manufacture, and now, assistant to chief engineer.

## Wagner new president of Canadian River

**E. C. WAGNER**, Amarillo, Texas, was elected president of Canadian River Gas Company at the annual meeting of the board of directors on March 21, 1950. He succeeds P. C. Spencer, New York.

Mr. Wagner has been in the natural gas

business since 1922, when he entered the employ of Producers and Refiners Corporation following his graduation from Ohio State University. He was with Amarillo Oil Company and West Texas Gas Company in an executive capacity from 1934 until June

1946, when he joined Canadian River Gas Company as vice-president in charge of operations. He is a member of American Gas Association.

Mr. Wagner's headquarters will continue to be in Amarillo.

Personal  
and  
otherwise

## COMING NEXT MONTH

Sessions of the A. G. A.  
Domestic Gas Research and  
Utilization Conference  
in Cleveland  
April 25 and 26  
Will be reported in the  
June Monthly

## Industrial relations

(Continued from page 37)

● **"Management Must Manage"** by Peter F. Drucker is not just another commonplace article on the subject of the management function. Mr. Drucker believes that the average person has little, if any, real knowledge of the importance of management function. The author states that management itself "refuses to accept responsibility for basic economic and social policies that will affect the future of our economy and the prosperity, if not the survival, of every business enterprise in it." His feeling is that if businesses do not accept this responsibility and actually do something constructive about it the government will step in more and more to do the job which he feels can and should be done by business. He discusses the subject of anticipating social pressures and some of the steps which already have been taken. The article appears in the March 1950 issue of *Harvard Business Review*.

● **New Jersey Utility Disputes Law**—The State of New Jersey has adopted an act providing for an extension of its utility anti-strike law, which otherwise would have expired March 31.

The new act continues the power given to the governor to seize any public utility threatened with a service interruption as a result of a labor dispute, and it also continues the provision for compulsory arbitration. The standards provided in the 1949 supplement to the law, on which arbitration boards are required to base their findings, are retained in the 1950 act. Strikes or lock-outs in violation of the act will, as before, subject a utility or union participating or aiding therein to fines.

The provision for Public Hearing Panels, as a preliminary to seizure and compulsory arbitration, has been deleted. No expiration date of the law is established in the present act.

● **"How to Plan Pensions"**—A guidebook for business and industry, by Carroll Boyce. 479 pages. McGraw-Hill Book Co., New York City. \$5.00.

This timely book was written by the associate editor of *Factory Management and Maintenance*, and offers a sound and practical guide to those faced with today's pension problems. The book is written in simple, non-technical language and should help to dispel much of the confusion about pensions.

It is not a technical manual in the sense of

providing detailed information on tax, legal and actuarial questions. Rather, it contains a wealth of practical information, suggestions and examples which should be of value to policy-making executives, industrial relations personnel and negotiators.

It is recommended reading both for those who are preparing to face bargaining demands on pensions and for those who wish to re-appraise their retirement programs in the light of current trends.

● **Company pays for employees' education**—Any one of Socony Vacuum Oil Company's 45,000 employees who has completed six months of service with the company and is in good standing is eligible to participate in Socony's educational refund plan. The plan was established 15 years ago to encourage employees to enroll at recognized educational institutions for the purpose of self-improvement.

Socony's plan pays for half the tuition cost including matriculation and other fees up to \$75 per semester or \$150 for a 12-month period. The only limitation is that the course chosen be one which will aid the employee in his job and that the educational institution attended be a recognized one in good standing. The company makes no promise of promotion along with its educational refund plan, but since Socony has a policy of promotion from within, the plan is related to helping an employee progress in the job.

Participants in the program since its inception have come from all divisions and departments of the company. Some employees have finished their high school education by taking night work; others have received B.A. degrees for four years of college work and have gone into graduate work.

● **AFL prepares for white-collar organizing drive**—Top officials of American Federation of Labor met during the last part of March to complete plans for an organizing drive which will aim at securing one million new members. Special efforts will be made in the white-collar field where, according to AFL chief, William Green, the federation has "hardly more than scratched the surface" and the economic status of millions of workers has been worsened, "solely because of their inability to bargain collectively, on an equal footing, with their employers." Apparently, the federation plans to push organizing work particularly in the following industries: agriculture and canning, wholesale and retail trade, cleaning and dyeing establishments, hotels and restaurants, petroleum and natural gas, and building service and maintenance.

● **Who does more for the worker**—business, government or union? Ask your employees and you'll receive a startling answer. According to a public opinion poll, only seven percent of the rank-and-filers feel that industry contributes most towards an employee's welfare. Forty-nine percent say the government does most for workers. Forty-three percent hold labor unions as their greatest benefactors. It would seem that business has need of some grade A press agents.

Also, these figures indicate the need for keeping employees informed on management's problems, plans, procedures, and especially on the benefits offered by the company.

● **Bargaining mistakes**—Cyrus S. Chang, director of Federal Conciliation Services, tells management in *Nation's Business*, how it is often outmaneuvered when it negotiates with labor. He lists these eight most common mistakes:

- (1) Unwillingness or reluctance to bargain collectively
- (2) Haphazard selection of lawyers as negotiators
- (3) Lack of experience
- (4) Use of minor officials
- (5) Lack of leadership
- (6) Lack of confidence in the union and lack of understanding of its problems
- (7) Lack of vital information
- (8) Too much emotionalism.

● **Recruiting and placing college graduates in business**—Since a reservoir of potential leadership is necessary to good organizational health, the continued prosperity of a company may well depend on what is being done now in the selection and training of new men from universities and technical schools.

This fact was stressed again and again by executives of 75 companies participating in a survey of recruiting and training just concluded by Policyholders Service Bureau, Metropolitan Life Insurance Company. Findings of the survey have now been published in a report, "Recruiting and Placing College Graduates in Business."

Purpose of this report is to provide executives with a detailed analysis of the recruiting and selection programs developed by companies with an aggregate of 600 years of experience in this field.

Forty-five American and Canadian colleges also contributed their viewpoints to the report, which includes information on setting up recruiting plans, determining the number of graduates to be recruited, selecting the colleges to be visited, timing the campus visits, and on interviewing and selecting the most suitable candidates. Interview and rating forms and other aids are shown.

Executives who would like to see this report may obtain a copy by writing on their business letterheads to: Policyholders Service Bureau, Metropolitan Life Insurance Co., 1 Madison Avenue, New York 10, N. Y.

## Ammonia study reprinted

NOW AVAILABLE is a second printing of "Gas Works Effluents and Ammonia," by Arthur Key, research chemist, The Institution of Gas Engineers, 1 Grosvenor Place, London SW 1, England. Price is 13s. 6d.

This book comprises a summary of the results of investigations of the liquor effluents and ammonia committee, The Institution of Gas Engineers. Included is a comprehensive survey of knowledge regarding problems connected with recovery and utilization of gas works ammonia and the disposal of effluents.

## Three main topics examined at SGA convention

**M**EMBERS of Southern Gas Association, who closed a successful three-day convention at Galveston, Texas on March 29, can look back on three main topics as having highlighted the gathering: industrialization of the South and Southwest, the twin-faceted problem of statism, and the timely subject of employee relationships.

A total of 1,164 delegates registered for the convention. Carl H. Horne, Alabama Gas Corp., Birmingham, was elevated to the presidency of the association at Wednesday's closing session.

L. L. Dyer, Lone Star Gas Co., Dallas, is the new first vice-president, and J. H. Wimberly, Houston Natural Gas Corp., second vice-president. Re-elected were: treasurer—H. V. McConkey, Southern Union Gas Co., Dallas, and secretary—E. T. Anderson, Atlanta Gas Light Co., Atlanta, Georgia.

Directors elected for a three-year term are: Charles S. Coates, Tennessee Gas Transmission Co., Houston; J. H. Collins Sr., New Orleans Public Service, Inc.; H. K. Griffin, Mississippi Gas Co., Meridian (re-elected); A. B. Parker, Hardwick Stove Co., Houston. Advisory council chairman is Chester L. May, Lone Star Gas Co., Dallas, and vice-chairman is R. G. Taber, Atlanta Gas Light Company.

The convention slogan, "Forward in Fifty," was brought out forcefully by speakers who



1950-51 SGA officers: H. V. McConkey (left), Southern Union Gas Co., treasurer; J. H. Wimberly, Houston Natural Gas Corp., second vice-president; Carl H. Horne, Alabama Gas Corp., president; E. T. Anderson, Atlanta Gas Light Co., secretary; L. L. Dyer, Lone Star Gas Co., first vice-president

Cuthrell said. "American business gets a black eye because people are not taken into the confidence of big business.

"We must tell the public how we run our business. If rates are increased, they must know the truth in detail. Telling how we run things will bring about more confidence and this confidence will bring about a defeat of Communist infiltration.

Mr. Cuthrell also tossed some bouquets at the industry—with a word of caution.

"A few short years ago," he said, "the gas industry faced its hour of decision. For years it had grown steadily without obvious effort. It provided an essential service to millions, but growing competitive trends just before the war found it using antiquated and low-pressure sales methods, aging equipment and not too much energy.

"At this stage the gas industry had a choice. It could maintain the status quo or it could embark upon a program of long range development that called for imagination, larger investment, and lots of vigor and courage. Our industry leaders chose the latter course. The gas industry took the high road!"

From 1949 to 1952 alone, Mr. Cuthrell said, the gas industry will spend about three and a half billion dollars for construction.

"Much of this expansion will come through the extension of natural gas. Some people ask if this is sound and in the public interest. Our answer is a hearty 'yes' because we need have no fear of exhausting the supply of this fuel in the near future.

"The strong basic status of the natural gas industry is now widely recognized by investors, and new money for expansion has been readily obtained. We are well thought of—let us continue to merit this high regard."

Another bouquet to the industry was handed out by Merlyn S. Pitzele, labor editor of *Business Week*.

"The gas industry is singularly fortunate," Mr. Pitzele said, "by being unburdened by a tradition of past mistakes in its employee re-

lations."

Instead, he explained, its good employee relations have given the industry a unique franchise to work out personnel policies which would be a model for other American industries.

Another speaker who emphasized the democracy-vs.-statism battle was Dr. George S. Benson, president of Harding College, Searcy, Arkansas.

"The Communist-Socialist menace will be restrained," Dr. Benson told Monday's employee relations session, "if we do a sufficiently good job informing ourselves and our acquaintances of the American Story."

Dr. Benson said the American economic system is supported by four important points:

- (1) Freedom for individuals to choose their jobs, their homes, their careers—to "dream their own dreams."
- (2) Freedom to compete with others.
- (3) Development of efficient management by competitive processes.
- (4) The high investment in tools per worker—about \$9,000 for the average job in heavy industries.

A popular speaker at Wednesday morning's general session was W. Paul Jones, president of Servel, Inc., Evansville, Indiana. Discussing "Old-Fashioned Selling," Mr. Jones called on the delegates to spur themselves to greater heights during the coming year.

L. L. Baxter's message as outgoing president of SGA was a challenge to the industry. The president of Arkansas Western Gas Company at Fayetteville drew some unenviable comparisons of electric and gas industries in this respect.

"We need to examine closely our program for selling architects and builders," Mr. Baxter said. "Electric competition is moving in stronger and stronger to sell the architect and builder on adequate electric installations—and that includes an electric range and an electric water heater.

"Are you gaining ground with your arch-

Associated  
organization  
activities

candidly surveyed prospects over both the short and the long haul.

Speaking at Wednesday's closing luncheon, Governor Sidney S. McMath of Arkansas outlined the challenge for industrialization that faces the South. He concluded that Southern industries could be the backbone for the prevention of a third world war.

More concrete evidence of the way the "new frontier" is being publicized was given by L. M. Tognoni of New Orleans, director of the Middle South Area office. Four utility companies in Louisiana, Arkansas and Mississippi have set up this office to spread the word about advantages of their tri-state area.

Another angle on how to defeat Communism was given the delegates by Hugh H. Cuthrell, president, American Gas Association and vice-president, The Brooklyn Union Gas Company.

"The gas industry officials have to think more of the people—that is the only way the American way of life can continue," Mr.



itects and builders? Do you find many homes being built without a gas connection at the refrigerator location? Do you find builders constructing homes without adequate venting for large-sized water heaters? Are architects and builders including gas connections for a gas dryer alongside the automatic washer? Is automatic heating being installed in the majority of new homes constructed in your area? Does the A. G. A. Reference Manual still lie undelivered in your offices and if delivered, has it ever been followed up?

"I am of the opinion that in the South and Southwest we need a plan for selling the architects on complete gas service. This cannot be done as a part-time job for a residential salesman. It is a full-time job for a quali-

fied experienced individual in whom architects and builders may have full confidence and who speaks their language."

Managing Director R. R. Suttle's report hailed the growth of SGA. He said planning for the coming year includes 24 round-table conferences covering all activities of the various sections.

The industrial sales round-table's Monday morning session examined a revolutionary new power plant—the small gas turbine. Henry C. Hill, propulsion engineer for Boeing Aircraft at Seattle, Wash., showed slides of the turbine and reported on the progress made in research and tests.

An honorary life membership in SGA was voted to J. V. Strange, retired vice-president,

United Gas Corp., Houston.

The retiring president's scroll was presented to Mr. Baxter at the closing luncheon, and service awards were made to the following section and committee chairmen: V. R. Luncborg, employee relations section, Arkansas-Louisiana Gas Co., Shreveport; M. H. North, sales section, Oklahoma Natural Gas Co., Tulsa; C. I. Wall, operating section, West Texas Gas Co., Lubbock; P. E. Behr, accounting section, Mississippi Gas Co., Meridian, and J. H. Wimberly, general convention committee, Houston Natural Gas Corp., Houston.

Next year's convention will be held at Biloxi, Miss., April 23-25.

## Demonstrations featured at PCGA workshop

**E**FFICIENT USE of demonstrations in equipment promotion was illustrated dramatically during the two-day home service workshop sponsored by the Pacific Coast Gas Association in Los Angeles, March 22 and 23, 1950.

As chairman of the home service committee in the sales and advertising section, Phyllis Snow, Mountain Fuel Supply Co., Salt Lake City, Utah, presided at the four ses-

sions which included accounts of home service activities under way in Pacific Coast gas companies. The attendance of 100 included 60 home service representatives, as well as district and sales managers, manufacturers and PCGA officers.

Seven actual demonstrations were presented, which are typical of programs for women's groups, school classes, teacher dinners, and for special sales promotion on

gas equipment. The home service participants were: Maxine Howe and Christabel Anderson, Southern California Gas Co.; Mrs. Maxine Gentis, Pacific Gas and Electric Co.; Thelma Fahrenkrog, Coast Counties Gas and Electric Co., and Bertha Lorentzen, Mountain Fuel Supply Company.

Accounts of regional home service programs were given by Mrs. Rita Calhoun, Portland Gas & Coke Co.; Marguerite Fenner, Pacific Gas and Electric Co.; Jean Mutch, British Columbia Electric Co., Ltd.; Ruth Kruger, Central Arizona Light & Power Co.; and Anne Stelzl, Seattle Gas Company. Promotion of the gas laundry dryer was presented by two manufacturer home economists—Mrs. Helen W. Tangen, Hamilton Manufacturing Co., Two Rivers, Wis., and Francis Alexander, Bendix Home Appliances, Inc., South Bend, Indiana.

J. L. Hall, Southern California Gas, as chairman of PCGA sales and advertising section, pointed up the cooperation expected of home service in section activities. Jessie McQueen, A. G. A. home service counsellor, discussed national home service trends. George Schlatter, Western Stove Co., reviewed "CP" range accomplishments, and Julia Hindley, home economics consultant, presented an illustrated lecture on food photography.

Workshop headquarters were located in the auditorium of Southern California Gas Company. Gladys B. Price, home service director, and members of her department were in charge of local arrangements with Mrs. Jessie Ewing of Los Angeles serving as co-chairman of the workshop.



Home service group at PCGA workshop: (Top row, left to right) Estelle Gaylord, Arlene Arbuckle, Margie Ewen, Mrs. Helen Tangen, Marcia Wood, Elise Carter; (second row) Mary Baum, Helen Bickford, Nelda Henrickson, Verda Griner, Grace Meyer, Helen M. Davis, Joan K. Taylor, Muriel Kodis, Christabel Anderson, Maxine Gentis, Annette Russell, Marjorie Hume; (third row) Lillian K. Rayburn, Frances Alexander, Mary L. Walsh, Shirley Gilbert, Ruth Kruger, Laverne Jackson, Jean M. Mutch, Thelma Fahrenkrog, Rita Calhoun, Dorothy Bradfield, Jean Warbasse, Betty Hester, Betty Crow, Betty Hensel; (front row) Jessie McQueen, A. G. A.; Anne Stelzl, Gladys B. Price, Marguerite Fenner, Phyllis Snow, Katherine L. Rathbone, Bertha Lorentzen, Louise Thomas, Florence Hundley. Present but not in picture were: Maxine Howe, Margaret Stewart, Harriet J. Smith, Jessie Ewing

## GAMA to consider major industry topics

**M**AJOR MATTERS of current interest to the gas industry dealing with the economic future, taxes, legislation, statistics, sales promotion, advertising, and competition are included in the four-day program of the 1950 annual meeting of Gas Appliance Manufacturers Association: The meeting will be held at the Greenbrier in White Sulphur Springs, W. Va., May 27-30.

H. Leigh Whitelaw, managing director of GAMA, which has a membership of more than 550 manufacturers, reported that reser-

ventions for the meeting are already taxing hotel accommodations.

The program will feature general sessions with speakers of national importance, divisional meetings, and recreation for the membership and its ladies. C. D. Lyford, Minneapolis-Honeywell Regulator Co., serves as head of the program committee. Committee members are: H. C. Gurney, Surface Combustion Corp.; E. Carl Sorby, Geo. D. Roper Corp.; W. J. O'Keefe, O'Keefe & Merritt Co.; L. M. Feigel, Servel, Inc., and J. A.

Wolff, Milwaukee Gas Specialty Company.

Speakers and their subjects for the general sessions luncheons and dinners are: Wilson W. Wyatt, Washington, D. C., counsel for National Committee for the Repeal of War Time Excise Taxes, "Business Housing and Taxes;" Lee A. Brand, chairman, National Committee for LP-gas Promotion, "The Road Ahead;" Phillip M. Houser, past acting director, U. S. Census, "Business Can Use The Census;" H. Carl Wolf, managing director, American Gas Association, "Searching



for Answers;" Hugh H. Cuthrell, president, A. G. A., "Together We Progress," and John C. Olsen, Booz, Allen and Hamilton, "The Tools of Sales Management."

Stanley H. Hobson, president of GAMA, will preside at the general sessions. He also will deliver the president's address and will

officially present the 1950 Meritorious Service Awards given annually to members for outstanding contributions to the gas industry.

The 17 divisions of GAMA will hold morning sessions during the meeting beginning on Sunday, May 28.

Subjects to be discussed at the divisional

meetings are: domestic gas ranges, gas boilers, gas water heaters, conversion burners, air conditioning, hotel, restaurant and commercial gas equipment, industrial gas equipment, gas furnaces, floor furnaces, meters and regulators, valves, house heating, and other topics.

## Swisher made head of Maryland association

GLENN T. SWISHER, The Potomac Edison Co., Frederick, Md., was elected president of The Maryland Utilities Association during the annual meeting in Baltimore on March 31. Attendance of 427 persons established an alltime record.

W. Griffin Morrel, C & P Telephone Co., Baltimore, was elected first vice-president,

and George B. Daniel, Hagerstown Gas Co., was elected second vice-president. Selected for treasurer was Austin E. Penn, secretary, Consolidated Gas Electric Light and Power Co. of Baltimore. Raymond C. Brehaut, president, Frederick Gas Co., Inc., Frederick, was reelected secretary of the group.

The following directors were chosen: J.

Frank Blake, Jr., Conowingo Power Co., Elkton; Charles P. Crane, president, Consolidated Gas Electric Light and Power Co. of Baltimore; R. Roy Dunn, Potomac Electric Power Co., Washington, D. C.; E. Cleveland Giddings, Capital Transit Co., Washington, D. C., and Adrian Hughes, Baltimore Transit Company.

## Murray Bay site for Canadian convention

AN ATTENDANCE of approximately 400 delegates from all parts of Canada and the United States is anticipated for the forty-third annual convention of Canadian Gas Association. The sessions will be held at The Manoir Richelieu Hotel at Murray Bay, Quebec, June 19-24, 1950. Top flight speak-

ers in many fields, headed by Charles M. Seiger, United Gas & Fuel Co., of Hamilton, Ltd., president of the association, will discuss a broad variety of timely subjects.

The Manoir Richelieu, high on the banks of the St. Lawrence River, is one of Canada's best known and most attractive resorts. A

special entertainment program has been planned for visiting gas men and their guests.

For reservations write to George W. Allen, executive secretary and treasurer, Canadian Gas Association, 7 Astley Avenue, Toronto 5, Ontario, Canada.

## Mid-West gas men present strong program

A HIGH CALIBRE PROGRAM of sales, management and operating subjects comprised the forty-fifth annual meeting of Mid-West Gas Association at the Hotel Lowry in St. Paul, Minn., April 10-12. The record attendance included 375 registrants at the meeting and 421 persons at the annual banquet.

D. J. Reimers, vice-president and general manager, Minnesota Valley Gas Co., St. Peter, Minn., was elected president of the association. Larry Shomaker, superintendent of sales, Northern Natural Gas Co., Omaha, Neb., was elected first vice-president, and A. H. Abbott, gas engineer, Northern States Power Co., Minneapolis, was named second

vice-president. Harold E. Peckham, gas superintendent, Northern States Power Co., was reelected secretary-treasurer.

Home service subjects appeared on the program with great success. Jessie McQueen, home service counsellor, American Gas Association, headlined the home service presentation, a feature of which was a symposium entitled "Selling . . . the Home Service Way."

National speakers included Hugh H. Cuthrell, president of A. G. A. and vice-president, The Brooklyn Union Gas Co., and W. Paul Jones, president, Servel, Inc., Evansville, Indiana.

H. Carl Wolf, managing director of

A. G. A., and H. M. Smith, Waterloo, Iowa, the latter a past-president of the local association and formerly associated with Iowa Public Service Co., were elected to honorary membership.

The following men were elected to the executive council for the 1950-53 term: E. G. Burwell, Casper, Wyo.; P. C. DeHaan, Des Moines, Iowa; George B. Johnson, Minneapolis, and E. J. Werthman, Davenport, Iowa.

Election of A. G. A. affiliation representatives was as follows: Accounting—L. M. Spence, Council Bluffs, Iowa; Industrial—W. V. Bell, Omaha, Neb.; Operating—George G. Holmes, Lincoln, Neb., and Residential—Frank Soldan, Hastings, Nebraska.

## Door-bells open way

(Continued from page 12)

The twenty-ninth annual report of Federal Power Commission for the fiscal year ended June 30, 1949, states:

"From 1942 when the Commission was given certificate jurisdiction over the construction of all facilities proposed for the transportation or sale of natural gas in interstate commerce, to June 30, 1949, the Commission issued 446 certificates of public convenience and necessity authorizing the construction of 27,500 miles of pipe lines and 1,603,000 compressor horsepower with an estimated cost of facilities aggregating \$1,628,500,000. This latter figure is 84 percent

of the total investment (\$1,932,709,000) in gas plant of companies reporting to the Commission at the beginning of federal regulation in 1938. Applications for certificates pending on June 30, 1949, involved proposed additional expenditures of \$922,807,000. Certificates granted and pending, therefore, involve investments of well over the total investment of all reporting companies ten years ago."

The data in the 1948 edition of "Gas Facts" and the Federal Power Commission's statement above prove beyond question that our customers believe "Gas Has Got It." Here too is proof that investors believe "Gas Has Got It," because these investors have provided the

money for the enormous expansion referred to in the commission's report.

If there is anyone drawing a pay-check from the gas industry who does not honestly and sincerely believe that "Gas Has Got It," he should be replaced by a new employee with enthusiasm for his job.

Our customers must agree that "Gas Has Got It" or they would not be our customers. There are, however, thousands of potential commercial and industrial fuel users who do not yet know that "Gas Has Got It." They never will know it until we put on a door-bell ringing campaign to educate them that "You Can Do It Better With Gas." When we get them signed up, the investor will provide the money to take care of them.

## Electronics

(Continued from page 10)

electronic speeds of posting (60 postings per second), the speed of summarization, and the speed of extracting data, and producing summary reports.

When information is wanted, the electronic system comes into its own. Unlike the punch card system, the particular information desired does not have to be sorted out from a mass of cards. Magnetic memories run cumulative totals *continuously* as information comes in. They can disclose any total, in any category, instantaneously and provide the printed answer in the time it takes to print the figures. The system can include a clock and print reports at specified times; it can print a list of detailed items or can be ordered to report only selected information.

All of this and more can be done quickly, efficiently, and economically, but it must be remembered that it is a mechanized system that is being discussed and not a machine. A machine can do certain things, it has its limitations and everyone knows it. No one would attempt to use an automatic check writer for sorting punch cards.

### Practical design

An electrically mechanized system, if properly designed should do everything that the accounting requirements of the particular business indicate. It will do all the jobs expected if these jobs are anticipated and are planned for in advance. In spite of a great many wise-cracks heard these days, machines are not smarter than people. They can produce only what we design them to produce. This goes for electronic systems too.

It is more important than ever to plan carefully before taking advantage of the advances and to make doubly sure that the newly designed system will be able to do what we expect it to do. Once a careful plan is executed there is no reason why the results cannot equal even the wildest dreams.

A summarization of basic reasons for the conclusion that a modern accounting system with electronic computers and magnetic memories offers such unlimited opportunities in the field of business accounting is in order. These reasons are as follows:

(1) Source information does not have to be transcribed. This cuts costs and

eliminates all errors except at the source.

(2) There is no need for intermediate paper work. This cuts down the cost of supplies, such as forms or punch cards and the labor of handling such papers and punch cards.

(3) The information is carried from the source to final report electrically even over great distances. This eliminates the chance of loss and cuts down the cost of finding errors.

(4) All classification summarization is performed automatically. This cuts down labor, clerical and machine operations.

(5) Reports are printed automatically. This cuts out the time required to prepare and type reports.

(6) There are a minimum of mechanical parts and almost all functions are performed electrically. This cuts down maintenance costs, prolongs the life of equipment and produces results at greater speeds. The greater speeds mean better accounting control which leads to indirect savings in the operation of the business through better management.

(7) The ability of the magnetic memories to store information on a small surface equivalent to microfilm, reduces the cost of the equipment and the required space.

8. Magnetic memories can be demagnetized after the required information is abstracted and is no longer needed. This means that the same record medium can be used over and over again.

Other considerations are worth mentioning. There are a number of problems in installing an electronic system of business accounting. Oddly enough, the simplest job perhaps is the engineering of such a system. It is only necessary to analyze the accounting requirements in terms of source information, weigh the cost of various alternatives and arrive at the desired engineering specifications. The tough part is to plan the job in its non-technical aspects.

There is the problem of overcoming the usual reluctance to change on the part of management and personnel. To consider the effect of reduced personnel requirements and gear the transition period to the normal business expansion and personnel turnover. This problem can become particularly troublesome if the electronic system replaces a large number of employees who may have to be kept on the payroll until they retire or leave of their own volition.

Labor saving devices have not hurt the economy as a whole thus far, but they may cause uncomfortable dislocations in particular situations until a readjustment takes place. Proper planning must take this into account and try to make the transition as painless as possible. That the transition will take place at some time is certain, but the advantage will be on the side of those who plan it as compared with those who wait until they must change by force of circumstances.

Here again the electronic system, if properly planned, lends itself ideally to a scheduled transition. Its flexibility is such that the complete conversion can be made at a slow or fast pace. The component parts can be installed for segments of the accounting operation and gradually tied into the whole system.

For example, stores accounting could be converted first, then in due time, payroll accounting, and so on until customer accounting is included in the system. By proper scheduling, the interim installations tailored to fit the ultimate system will earn their keep without creating a personnel problem.

Many statistical analyses are desirable which are seldom made because they would require too much clerical work. With an electronic system to take the drudgery out of accounting, a great deal more attention and effort could be devoted to analytical work which is usually more interesting and is helpful in attaining management control.

Perhaps the day has arrived, at least in business accounting, when we can afford to be both lazy and ambitious at the same time. In other words, work less and get more done at a lower cost.

### Atmospheric burners

(Continued from page 18)

locity distribution of the flow stream in the venturi.

Even though the momenta at  $A_n$  and at the orifice are equal, as demonstrated in the research study, the volume of air injected under different conditions may vary considerably, depending on the nature of the velocity distribution. Air injection is low with a sharp velocity distribution, as for example, high velocities in the center of the tube and low velocities at the tube wall. In this case, the equality of momentum is maintained by virtue of the high central velocities even though the mass of air injected is low. Air injection will be increased by ob-

taining a more uniform distribution of velocity in which case the equality of momentum is maintained by virtue of the greater mass of injected air.

Applying this concept to obtain a qualitative picture of the effects of various burner design factors on the velocity distribution pattern results in a better understanding of primary air injection. For example, the illustrations in Figure 3 show how the shape of the burner mixer face affects the distribution and hence air injection. Obviously examples (b) and (c) will be the less efficient injectors.

In example (a) the approach to the throat is streamlined, thus permitting a comparatively high velocity of air flow adjacent to the tube walls. This condition would result in a fairly uniform velocity pattern as indicated by the velocity distribution curve. As mentioned before, such a condition is conducive to high injection.

With example (b) the approach to the throat is such that the air flow will be diverted towards the center of the tube and away from the walls. As a result, velocities in the center of the tube will be high, as indicated by the distribution

curve, with low injection efficiency as the net result.

In example (c) air, introduced from one side, is directed to the opposite side of the venturi to produce a high velocity concentration at this point. An off-center velocity distribution curve such as illustrated for this condition likewise will result in low injection.

Relationships derived in the new research bulletin "Investigation of Primary Air Injection by Use of Variable Chamber Pressures," include coefficients for velocity distribution as well as for energy losses occurring in the burner head. These losses result from the breakdown, in the head, of the velocity distribution pattern formed in the venturi tube. Quantitative relationships of the effects of ambient pressures on primary air injection were also derived in the study. These should be valuable in future designs where, for example, forced injection is employed and higher chamber pressures than ordinarily experienced with atmospheric burners are present.

Since the inception of the Domestic Gas Research program by American Gas Association, a number of research bul-

letins specifically devoted to burner design have been published and are obtainable from the Laboratories. They are as follows:

- Bulletin No. 10—Research in Fundamentals of Atmospheric Gas Burner Design
- Bulletin No. 13—Fundamentals of Design of Atmospheric Gas Burner Ports
- Bulletin No. 16—Relation of Burner Volume to Ignition and Extinction Characteristics of Gas Range Top Burners
- Bulletin No. 20—Gas Burners Utilizing All Air for Combustion as Primary Air
- Bulletin No. 22—Primary Air Control Devices for Atmospheric Gas Burners
- Bulletin No. 32—Non-Aerated Burners
- Bulletin No. 34—Temperature as a Factor in the Design of Aerated Gas Burners
- Bulletin No. 37—Primary Air Injection Characteristics of Atmospheric Gas Burners—Part II
- Bulletin No. 38—Fundamental Data for Design of Totally Aerated Atmospheric Gas Burners
- Bulletin No. 41—Research in Fundamentals of Noise of Extinction in Large Gas Burners
- Bulletin No. 43—Investigation of Extent of Gas Flame Impingement Allowable for Satisfactory Combustion
- Bulletin No. 55—Investigation of Primary Air Injection by Use of Variable Chamber Pressures.

## Credit and collections

(Continued from page 19)

lished in the A. G. A. MONTHLY, May 1949 and October 1949. All sections of the country showed increases with the exception of the West North Central area. The reduction in the West North Central area can be attributed to the lower outstanding dollars.

The number of meters disconnected for non-payment increased again, at a slightly higher rate than for the previous period. Disconnections for the first six months of 1949 in turn showed a

percentage increase over the first six months of 1948, as did those for the last six months of 1948 compared with the corresponding period of 1947. This trend undoubtedly reflects generally adverse economic conditions.

The increase in deposit dollars continues but at a slightly lower rate than for the previous period. The amount of new deposit dollars is increasing as the result of unstable economic conditions. Companies in the East North Central and Pacific States areas have reduced their deposit dollars, however, in line

with the policy that has been established by many companies throughout the country.

The increase in the number of accounts charged off and the net charge off continues at the same rate as shown by the previous surveys, with the Mid-Atlantic area the only section of the country to show a decrease. While this condition is not encouraging, the charge off figures are not yet alarming, since these increases are based on generally low charge-offs during the initial base period.

## Mid-West conference

(Continued from page 34)

making important inroads in this field. The A. G. A. Industrial and Commercial Section will launch a "Proof of Profit" campaign this fall to stimulate sales of gas commercial cooking equipment, and Mr. Bourke urged all utility companies to participate.

On Wednesday morning, Maynard C. Kreuger, University of Chicago, gave a brief and enlightening picture of the economic outlook. He said that prospects for the near future will be determined by

the production rate. If buying of durable products by industry doesn't take up the lag, he added, government buying will be stepped up, and there never will be a depression again such as the one in the early thirties.

F. X. Mettenet, vice-president, The Peoples Gas Light & Coke Co., substituting for Frank C. Smith, president, Houston Natural Gas Co., and chairman, A. G. A. General Promotional Planning Committee, outlined the Association's Promotion, Advertising and Research (PAR) Plan. Mr. Mettenet told of the Association's promotional efforts as ex-

emplified by the Old Stove Round Up, the Court of Flame Water Heater Campaign, the Spring Style Show and other events which he urged all gas utility companies to support.

The conference closed on a somewhat solemn note as the Reverend Preston Bradley, pastor, Peoples Church of Chicago, decried the present policy of mortgaging the nation's future and leaving generations to come saddled with insolvency. The world needs a changed psychology to overcome its fear, he declared. In addition, this nation needs courage to overcome the lack of faith in its future.



## Gap is closing

(Continued from page 15)

public care? Of course not. The public isn't concerned about our problems. We had countless numbers of builders pleading for gas service, but unfortunately, the gas industry was not prepared to provide that service during the shortage period because of lack of material and fuel. Cooking is habit forming. Many newly-weds who normally would have learned of the benefits to be derived from cooking with a modern gas appliance have been won over by the electric industry. This must never happen again. We must forecast possible future demands and be ready to take care of the load.

Now, if electric is making these inroads, we must have something to combat it. Therefore, I advocate a training program for salesmen in the gas industry, the like of which has never before been undertaken. A. G. A. surveys indicate that two electric range manufacturers alone recently trained some 38,000 retail salesmen in how to sell an electric range, but when you compare this to only 2,150 gas utility salesmen trained by the gas industry (Figure 4), it is easy to see where we are most vulnerable.

It looks as though the electric industry can cause us plenty of headaches just so long as they continue with this kind of retail sales training.

They are now talking about the revival of "that old-time selling religion." They're out to train the retail salesmen as was evidenced in Boston when one big electrical supply house in cooperation with a leading electric range maker staged a series of sessions that gave two-hour sales training classes to 125-150 people at each session.

Sometimes I really feel that we are acting like a clippity-clop mule train with competitors giving us the go-by in their sleek convertible. If we are going to back up the program with effort and money, then gas utility salesmen and dealer divisions of gas utilities must back us up

with an accelerated sales program.

**Automatic cooking**—Just go down in the Loop and ask a dozen people what they think of when you say "automatic" cooking. You know the answer . . . even in the face of the fact that we have everything that they've got and more.

Figure 5 shows that there is enough gas pipeline in service today to reach from here to the moon, with some to spare, and enough additional miles of pipeline have been approved for construction to take us on more than 4 round trips from coast to coast.

*Reader's Digest* says: "While other fuels have skyrocketed in price, natural gas costs less today than it did at the bottom of the depression."

No wonder I get enthusiastic about gas! But I am also disappointed.

Ever since 1940, our company has used every weapon at its command to hold and expand the gas kitchen load. We have backed our beliefs by investing a large sum of good, cold cash in advertising in the last four years. We have delivered in excess of a half a billion printed messages to the consumer on behalf of gas ranges and gas cooking.

### Specific advantages

Now, for our specific advantages. As for speed, we all know that we have had them on the defensive for years when it comes to fast cooking. Let's keep up this thinking in the minds of the public.

How are we going to prove the speed of gas cooking? Demonstrate on all sales floors to prove our instant speed story. This can be done with a simple whistling tea kettle that whistles and stops whistling within split seconds from the time you turn the valve.

We can also prove that with gas we immediately surrender the heat on top burner cooking. Gas does not have to coast down after you turn it off.

Electric would have you think that we have a dirty fuel, one that deposits carbon on the bottom of pots and pans. You have seen some of their statements to the effect—Cook electric—it is cleaner. We can easily disprove this thinking in the minds of the public.

I recently read an item which was headlined "Electric cooking seen gaining in Chicago as a result of drive." While the sales manager of a big electric range builder admitted slow going in the face of strong advantages in favor of gas, he pulled another one of the electric industry's false claims when he spoke about

installation charges. Admitting that numerous merchants had pointed out high installation charges as a sales deterrent, he said:

"Whatever costs are involved in installing an electric range . . . is more than saved in *cleaning bills alone* in the first year that the electric range is operated."

I said before that we can easily disprove electric's claims to cleaner cooking. But in the face of statements like this, it will not be easy unless all of us keep telling and telling and telling the gas story over and over again.

How many of us are equipped to inform the public that it is necessary to keep an oven door slightly open on an electric range when you desire to broil electrically. Does this make for cooler cooking? Of course, it doesn't. Can they claim surface temperatures as low as ours?

**Center simmer**—Keep a vessel boiling with a small center simmer flame and place a clean white handkerchief around the base of the vessel, leave it there as long as you want, and prove to the consumer when it is taken away that it is unscorched and clean and this proves that a minimum of heat is released into the atmosphere of the kitchen.

Everybody knows we've got them with gas. We've got the jump when it comes to broiling and with our variety of speed on top burner cooking, our ability to supply griddles for sizzling steaks, all of this tells a convincing story.

When we add all of this up, we have the greatest sales story in the business. When we put our dollars and efforts in back of gas cooking, we have a winning sales story—gas ranges cost less to buy new, cost less to install, cost less to operate, cost less to maintain.

**Low inventory investment**—For the retail dealer we can prove that gas ranges represent the lowest inventory investment of all major appliances, radio and television. Gas ranges show the highest percentage gross profit of any appliance in this category (Figure 6).

**Flexibility of models** (Figure 7)—Here we have a tremendous advantage over the electric range industry. A model for every type kitchen, 20-inch, 30-inch, 36-inch, 40-inch, two ovens, six burners, elevated broilers, griddles, a much greater variety to choose from. It is easy to prove that we have the product that is "custom-built" for anybody. Only recently have electric ranges started to boast of two ovens; only recently have

## New A.G.A. member

THROUGH a printing error in the April 1950 MONTHLY, an incorrect name was substituted for that of the president of Theo. Muckle Engineering Co., Denver, Colorado. The company is a new manufacturer member of American Gas Association and the correct name of its president is Theodore W. Muckle.



they started talk about 30-inch models.

A home service girl can back up the sales department with more and more cooking schools, even though a splendid job has been done by the gas industry. However, the electric industry is using this powerful weapon to excellent advantage.

Any place they can get a handful of women to listen, they'll put on a cooking demonstration. So don't forget the vital part your home service departments can play in this all-over pattern.

Get behind the Spring Style Show drive. The industry and cooperating

manufacturers are behind this program with everything they've got. In the fall, it will be another Old Stove Round-Up, better than the one that was so successful last year.

The Old Stove Round-Up, sponsored by A. G. A., GAMA, gas utilities, and manufacturers, was one of the most successful campaigns in the history of the industry. It helped to push gas range sales up to 1,162,000 units in the last six months of 1949 compared to 838,000 units in the first six months of that year.

And so, with all this, there is one obvious conclusion: United We Stand, Di-

vided We Fall. This is not time for friction within our ranks, competition is too close for comfort. Let us hope that the gas utilities will continue to lead the way supported by our two closely allied associations, A. G. A. and GAMA. You will be backed up by the manufacturers and dealers, everyone doing his best. I believe I speak for the entire gas range manufacturing industry in urging that we chart a definite course for the critical times that lie ahead.

There's only one sure way to get this job done fast and right—we've got to stop talking and start slugging.

## PCGA meetings plot short route to sales

**PACIFIC COAST GAS ASSOCIATION** recently completed two successful sales training conferences—one in Los Angeles and one in San Francisco. Following are several interesting excerpts from the two programs.

*Market Trends and Our Future?* by John S. C. Ross, Pacific Gas and Electric Company—"The good salesman knows that the

thing he sells is worth more than the money which it costs . . . He also knows and believes with his whole heart, mind and soul that anything he does to get the customer to exchange his money for the thing he's selling is in the interest of the customer."

*Prepare for That Interview* by C. W. Steele, Portland Gas and Coke Company—"The road to the sale should be as straight

as possible. Only those curves necessary to arrive at complete understanding with the customer should be tolerated. To make this road to the order as straight as can be, it is essential that the salesman's thoughts be well organized. A confused mind—jumping around—going off at tangents into the underbrush of disorganization cannot accomplish the objective—a short route to the sale."

## Distribution conference

(Continued from page 32)

carrying charges on the extra cost of the larger size main."

Any natural gas changeover is a tremendous undertaking, according to R. H. Bussard, Washington Gas Light Co., Washington, D. C.

Under the title "Conversions, as They Affect Work on Consumers' Premises" Mr. Bussard exhorted companies which convert to realize from the start the importance of the customer contact employee. Personnel should be trained in recognizing natural gas flame characteristics, he remarked, and great pains and care should be taken to insure that employees are proud of the job being performed. Another "must" noted by Mr. Bussard is the job of thoroughly training mechanics in converting appliances.

"You may expect to experience an immediate increase in service requests from customers in converted areas," he declared. "As conversion progresses, the men performing the conversion become more skilled, procedures are improved and the efficiency of the conversion improves. Thus service requests per unit of customers reduce."

Robert J. Kuhn, consulting engineer, New Orleans, described cathodic protec-

tion on the 840-mile Texas Gas Transmission Corporation 26-inch pipeline from Texas to Ohio. Approximately 75 percent of the line is wholly protected cathodically, he said, including all the locations considered as possibly corrosive. By this summer, the line from end to end should be receiving full cathodic protection with the exception of one 13-mile segment of bare line on which some economic solution will be worked out.

Final general sessions paper was presented by Frank Witting, The Peoples Gas Light & Coke Co., on the subject "Testing, Installation, Performance and Maintenance of Rotary Gas Meters."

The discussion was based on experience of the Chicago company with 426 rotary gas meters having a combined rated capacity of over 30 million cubic feet per hour. Methods have been developed, he stated, for testing, inspecting, and maintaining rotary meters. Included are determination of the meter accuracy prior to acceptance; periodic checking of installed meters; acceptance inspections; meter foundations; pipe sizes, expansion joints, valves, regulators, etc.; and maintenance of both high and low pressure meters.

Four pictorial presentations arranged by the Subcommittee on Construction and Maintenance comprised the fourth

and final general session on Wednesday afternoon. They were as follows:

Showing of a safety film, "Miracle of Paradise Valley" by the Subcommittee on Safe Practices in Distribution; "Handling of Coated Pipe," Harry R. Brough, Mountain Fuel Supply Co., Salt Lake City, Utah; "Interesting Developments in Metering," G. K. Bachmann, chairman; Subcommittee on Meters and Metering, and "Simple Electricity in Connection with House Heating Wiring," J. M. McCaleb, chairman, Subcommittee on Work on Consumers' Premises.

Luncheon and morning conferences assumed an increasingly important role at this year's sessions. Conferees were well armed with practical data and case-history questions.

The gas industry's growing awareness of the importance of cathodic protection was evident throughout the two luncheon conferences and the separate morning conference of the Corrosion Committee. Special feature of the first session was a symposium "Planning a Corrosion Control Program" under the direction of M. C. Miller, Ebasco Services Inc., New York. Presiding were the committee chairman, and vice-chairman, Sidney E. Trouard, New Orleans Public Service Inc., and P. H. Miller, Texas Eastern Trans-

## Distribution conference

(Continued from page 55)

mission Corp., Shreveport, Louisiana.

Fifteen experienced corrosion engineers outlined as follows each step required in planning a successful corrosion control program:

(1) Corrosion—The Billion Dollar Question—D. R. MacCullum, Rochester Gas & Electric Corporation

(2) Initial steps in planning a corrosion control program—A. D. Simpson, Jr., United Gas Corp., Houston, Texas

(3) Analysis of corrosion costs on gas distribution systems—C. L. Morgan, United Gas Corporation

(4) Selling management on economics of cathodic protection—C. W. Beggs, Public Service Electric & Gas Co., Newark, N. J.

(5) Selling cathodic protection down the line—H. R. Brough, Mountain Fuel Supply Co., Salt Lake City, Utah

(6) Cooperating with other utilities and operators of underground structures—N. P. Peifer, The Manufacturers Light and Heat Co., Pittsburgh

(7) Planning for adequate operation and maintenance—H. W. Haynes, United Gas Corporation

(8) Organizing a corrosion department—P. E. Kulman, Consolidated Edison Co. of New York, Inc.

(9) Choosing cathodic protection instruments—C. R. Davis, The Montana Power Co., Butte, Montana

(10) Putting the corrosion control program to work—P. H. Miller, Texas Eastern Transmission Corporation

(11) Reviewing construction and maintenance standards and practices—W. A. Broome, Arkansas Louisiana Gas Co., Shreveport

(12) Choosing between galvanic anodes and rectifiers—H. W. Wahlquist, Ebasco Services Inc.

(13) Cathodic protection of new lines and system—W. J. Schreiner, The Cincinnati Gas and Electric Company

(14) Installing protection on existing lines—M. C. Miller, Ebasco Services Inc.

(15) Twenty-one years of experience with cathodic protection in New Orleans—Sidney E. Trouard, New Orleans Public Service Inc.

Four major papers featured the Tuesday morning corrosion conference. T. W. O'Brien, Consumers Power Co., Jackson, Mich., discussed his experiences using magnesium ribbon for a specialized ap-

plication to maintain a rapidly corroding ten-inch pipeline for 3-5 years until it could be replaced.

Lewis B. Donovan, Consolidated Edison Co. of New York, Inc., showed a motion picture of the flotation method of painting gas holders. Patented by Consolidated Edison, this method has been proved practical and economical.

Hugo Wahlquist, Ebasco Services Inc., declared that it is uneconomical to completely protect a bare pipeline cathodically. Best method, he said, is to protect only the known "hot spots."

### Corrosion topics

On the subject "Reconditioning of Underground Steel Gas Mains" Wayne Schultz, Morain Construction Co., Youngstown, Ohio, remarked that the cost of a complete reconditioning usually runs between 50 and 70 percent of the cost of replacing the line.

The second corrosion luncheon conference included discussion of the following topics: insulating joints, kinds of slings used to lower coated and wrapped pipe into the trench; magnesium anodes; graphite anodes; cathodic protection; bonding around compressor or meter stations; use of thermo-electric generator for cathodic protection where a power source is not available; coatings; casing bushings, and polyvinyl and polyethylene tape coatings.

The chairman and vice-chairman of the Distribution Design & Development Subcommittee, W. P. Dick, Columbia Engineering Corp., Columbus, Ohio, and H. G. Howell, Memphis Light Gas & Water Division, presided over two luncheon conferences of that group. More than 125 persons attended each luncheon.

A new pattern which proved effective opened with the discussion leaders outlining the scope of their topics, then presenting results of a poll or investigation of practice among ten to 35 gas utilities. This was followed by a discussion period and summary of the ideas presented.

Topics included the following: derivation of maximum day and maximum hour factors—G. A. S. Cooper, Public Service Electric & Gas Co.; use and results of time and temperature controlled LP regulators—D. G. Findlay, Iowa Illinois Gas & Electric Co., Fort Dodge; type of distribution regulator structures erected by various gas companies—Calvin A. Brown, Rochester Gas & Electric Corp.; above-ground distribution struc-

tures vs. underground vaults—H. A. Anderson, Niagara Mohawk Power Corp., Syracuse, N. Y., and safe practices—sponsored by A. G. A. Accident Prevention Committee.

Topics at the Tuesday conference included: methods of elimination of objectionable regulator and aboveground piping noise; questions on the Detroit pressure conversion paper presented at the general sessions by John C. Taylor; number of service regulators to be used in reducing high pressure for rural customer service; policies for extension of gas service to fringe areas—D. S. Martin, Citizen's Gas & Coke Utility, Indianapolis; testing procedures used in new distribution piping installations—G. G. Ellerbrock, Wisconsin Public Service Corp.; use of pop valves, oil seals, or other relief equipment for outlet of distribution regulators—W. G. Goffe, Jr., Equitable Gas Co., and the best method for facilitating resumption of gas service following an outage or shut-off—discussed by H. A. Hoehne, Central Illinois Light Co., Peoria.

More than 100 persons attended each luncheon conference of the Subcommittee on Construction and Maintenance. Presiding officers were J. A. Whelpley, The Cincinnati Gas & Electric Co., chairman, and L. M. Harris, Public Service Electric & Gas Co., vice-chairman.

### Extensive field

An extensive field was covered, including operating methods and types of equipment used in construction and maintenance work. Particular emphasis was placed on mechanical methods of performing operations formerly done by hand.

Considerable discussion resulted on the subject of leakage surveys, including methods of accumulating and recording data on leakage and main condition. The A. G. A. Purging Committee contributed their recommendations for purging in both natural gas and manufactured gas properties and asked for comments from the floor.

Three other features were discussion of training and testing construction and maintenance personnel; showing of a safety film sponsored by the Accident Prevention Committee, and discussion of supplying rapidly increasing heating loads in many areas.

The two Meters & Metering luncheons this year were probably the longest and busiest in the entire history of the Dis-

tribution Conference. G. K. Bachmann, Public Service Electric & Gas Co., chairman, and G. E. Griffin, The Brooklyn Union Gas Co., vice-chairman, presided.

F. C. Morey, Bureau of Standards, reported on tests with manifold manometers at the Philadelphia and Newark meter shops. They are expected to result in a standard procedure for capacity testing of gas meters with respect to pressure tap location at the meter inlet and outlet.

A spirited discussion on need for 4A tin plate in meters as compared with the 2A grade used since the beginning of World War II, was led by Gilbert Estill, Oklahoma Natural Gas Company.

Charles Morey, Consolidated Edison Co. of New York, Inc., discussed developments in demand metering and reported completion of a bibliography of articles on gas meters and metering.

The subject of leather and synthetic diaphragms was covered by Mr. Griffin, vice-chairman of the group. He also described a new machine for dry cleaning meters which has been developed at The Philadelphia Gas Works Company.

Opening event on Tuesday was a safety film on eye protection presented by G. A. S. Cooper. This was followed by a discussion on meter repair shop layouts and systems led by Howard Houghton, Michigan Consolidated Gas Company.

Joseph Stine, New Orleans Public Service Inc., reported on a study of comparative economics of large tin and iron meters in low pressure distribution. A comparison by Richard Diehl, Laclede Gas Co., St. Louis, Mo., of metal vs. bakelite valves indicated that present day design of both types is incorrect. A report is expected in the near future.

Other events on the program included pictorial evidence of technological progress in metering by B. C. Holman, Minneapolis Gas Co., and James Webb, Consolidated Edison Co. of New York, Inc. Elmer Becker, Citizens Gas & Coke Utility, Indianapolis, gave results of a questionnaire on meter shop details. Progress of orifice meter research at the Rockford station of Seaboard Corporation was related by F. C. Morey, Bureau of Standards. Gilbert Estill, Oklahoma Natural Gas Co., presented a helpful description of service regulator requirements.

A new feature of the meter luncheons was a group of manufacturers' presentations by representatives of American Meter Co., Superior Meter Co., Sprague Meter Co., and Rockwell Manufacturing Company.

Meeting in joint session beginning Monday afternoon, the A. G. A. Motor Vehicles Committee and the EEI Transportation Committee exchanged information on safe and economical fleet operation and maintenance. The A. G. A. chairman and vice-chairman, J. L. Coyne, Rochester Gas & Electric Corp., and P. W. Rogers, The Ohio Fuel Gas Co., presided.

The Monday luncheon conference was devoted to increased electrical load on service and maintenance. Featured were instruction papers on "Direct Current Electrical Equipment" by F. P. Plovick, Delco-Remy Division of General Motors Corp., and "Alternator Rectifier Generating System" by Robert Gray, Leece-Neville Company.

On Tuesday morning, a motor vehicle conference conducted by L. E. Alexander, Cleveland Electric Illuminating Co., featured "Application and Maintenance of Axle Assemblies" by Harry Schneider, Timken Detroit Axle Co., and "Brake Maintenance" by J. V. Bassett, Raybestos-Manhattan, Inc.

## Garage operations

Linn Edsall, Philadelphia Electric Co., chairman of the EEI committee, presided at the afternoon conference. Main event was a panel discussion of "Garage Operations" handled by Jean Y. Ray, Virginia Electric Power Co., Richmond; F. M. Rudman, Michigan Consolidated Gas Co., Detroit; E. J. Graham, Public Service Co. of Colorado, Denver, and M. C. Alves, Union Electric Co. of Missouri, St. Louis.

Among topics discussed were: outdoor storage of motor vehicles—northern and southern operations; use of mobile cranes; mechanical car washing; repair shop tools and practices.

Wednesday morning was devoted to a round-table discussion with Paul Rogers, The Ohio Fuel Gas Co., as discussion leader. Considerable time was devoted to the use of light metal for special utility bodies and to adequate heaters for crew compartments. E. W. Jahn, Consolidated Gas Electric Light & Power Co. of Baltimore, chairman, A. G. A. Subcommittee on Safety and Safe Practices, reported on the preparation of a "Drivers Manual" and the results of the driver training and test program.

Through the cooperation of motor car manufacturers, automobile factory inspection trips were arranged for Wednesday

afternoon and Thursday morning.

Two luncheon conferences sponsored by the Subcommittee on Work on Consumers' Premises got off to a fast start with more than 110 delegates present. Chairman J. M. McCaleb, Citizens Gas & Coke Utility, presided on Monday, and Vice-Chairman R. H. Bussard, Washington Gas Light Co., Washington, D. C., on Tuesday.

Lead-off event was a film on training and safety shown by W. J. Alexander, Public Service Electric & Gas Company.

Discussions topics followed. W. C. Peters, Northern States Power Co., St. Paul, Minn., outlined "Simplification and Standardization of Gas Appliances." The group decided to pursue still further a questionnaire originated by Mr. Peters, and to disseminate the information throughout the industry at an early date.

"Development of the Service Training Kit Idea" was expounded by John MacLarty, Rochester Gas & Electric Corporation. The committee hopes to produce or sponsor the production of a color film on basic combustion.

Third item on the agenda, "Dust Troubles and Filters," was handled by M. M. Pears, Equitable Gas Co., Pittsburgh. Balance of the session was devoted to general discussion from the floor.

The subject of wrinkles was stressed at the committee's Tuesday conference. As the first step under this project, all service department representatives will be asked to forward their wrinkles to J. J. Gagen, Consolidated Edison Co. of New York, Inc.

Panel members on Tuesday were: T. J. Perry, The Brooklyn Union Gas Co.; G. B. Johnson, Minneapolis Gas Co.; R. L. Chalmers, Central Illinois Electric & Gas Co.; S. E. Critchfield, Southern California Gas Co.; J. J. Gagen, Consolidated Edison Co. of New York, Inc., and A. Egli, The Peoples Gas Light & Coke Company.

Highlights of the Tuesday Consumers' Premises conference covered the following subjects: customer opinion survey of completed service work; training methods for servicemen; methods of checking quality of completed work; location of meters and methods of shutting off gas when customers request a discontinuance of service, and uniforms for servicemen.

Additional information on activities of the luncheon conference groups will be reported in future issues of the MONTHLY.



## Accounting conference

(Continued from page 24)

session to a close. Films available for training purposes were listed and work on the preparation of a guidebook was outlined.

### General Activities

A comprehensive program for specialists in six separate fields was featured by the General Activities Group on Tuesday. Simultaneous meetings were held on general accounting, materials and supplies, plant accounting, taxation accounting, depreciation accounting, and internal auditing.

A general luncheon meeting was held Tuesday at which Richard L. Forster, Ebasco Services, Inc., outlined a plan for measurement of clerical work. "Experience has shown," he said, "that average production on manual jobs approximates 50 percent, with many instances as low as 30 percent." Sound industrial efficiency on the other hand, he noted, would expect to attain somewhere around 75 percent efficiency.

In addition, a meeting for the entire General Activities Group was held Wednesday under the direction of Bernard S. Rodey, Jr., Consolidated Edison Co. of New York, Inc., and Ralph H. Smith, The Cleveland Electric Illuminating Company. An informative and scholarly presentation on the significance of utility accounting in rate making by J. Rhoads Foster, New York University, inaugurated this session.

The recent approach which regards accounting as the instrument of rate regulation "has invested accountancy

with an ill-advised potency," Dr. Foster declared.

"The goal is that the rate base, as well as the actual return, may be read directly from the books of accounts. The purpose is to solve dynamic social and economic problems through a more rigid accounting control of enterprise. . . . Accounting would be no longer a mere source of information, to be given such consideration and weight as may be appropriate in the light of all relevant facts."

As one example of the fallacy of this type of thinking, Dr. Foster said the significance of accounting results for rate regulation has been considered as though the dollar were a stable unit of measurement.

Responsibilities in the deductibility of depreciation reserves for rate base purposes were spelled out by Ralph M. Besse, The Cleveland Electric Illuminating Company. "The depreciation reserves of many utilities are currently inadequate, due in some cases to a long period of retirement reserve accounting, and in other cases to accrual policies caused by the fear of deduction of a large reserve," he said.

In conclusion, Mr. Besse asserted, "we must not permit the continuance of the fallacious assumption that depreciation is measurable, in the economic sense, by the results of application of an accounting formula for amortization of cost. We must challenge the assertion that equity requires the full deduction of a depreciation reserve in the determination of a rate base."

A report by Arthur Skelton, The Peoples Gas Light & Coke Co., on "Cost Reduction Through Systems and Methods Work" was distributed at this ses-

sion. Important elements in an effective continuing program were highlighted.

Further data on cost reduction through work simplification were supplied in a provocative address by John R. Crowley, U. S. Gypsum Company.

### General Accounting

Stewart P. Osborn, Texas Eastern Transmission Corp., and Louis C. Proencher, The Detroit Edison Co., presided at the general accounting meetings which provoked widespread interest.

A joint subcommittee report on treatment of overhead and indirect costs by E. Toder, Consolidated Telegraph and Electrical Subway Co., was the initial item on this program. Thereafter W. G. Betsch, Public Service Electric & Gas Co., spoke on differences between book net income and taxable net income.

Records control has catapulted into the limelight as a vital problem, Emmett J. Leahy, National Records Management Council, New York, told his audience. The cancerous growth of clerical workers and record keepers apparent in government and industry requires widespread surgery, Mr. Leahy declared. At the turn of the century, he pointed out, there was only one office worker to every 30 employees engaged in production. Today the proportion is one to eight. More than 90 percent of the papers and records filed are never referred to, he said. In closing, Mr. Leahy paid tribute to the outstanding job done by the public utility committee on the preservation and destruction of records.

A second meeting on general accounting held Tuesday afternoon directed attention to the application of electronics to business accounting. This new development in accountancy was described by Joseph B. Jeming, New York, in a paper that is reproduced in this issue of the MONTHLY. At this same session, Harold H. Scaff, Ebasco Services Inc., presented an informative talk on "Bringing the Government Back Home."

### Materials and Supplies

Four meetings sponsored by the Materials and Supplies Committee under the chairmanship of L. Glen Wiseley, Michigan Consolidated Gas Co., brought out valuable information on the adoption of standardized packaging and control of stores handling costs.

At the first meeting, Tuesday morn-

## Bibliography covers peak load shaving

RECENTLY COMPLETED by the Association's library staff is an extensive "Bibliography of Peak Load Shaving for Natural Gas Companies" covering the period from 1945 to March 1950. Copies may be obtained without charge from the A. G. A. Library.

Listed in the new bibliography are 70 articles on supplying the house heating load, estimating future peak loads, high Btu gas, underground storage of gas, twin burners, distribution design, lique-

fied petroleum gas, autothermic process, continuous gas generator, hyversion process, and other catalytic cracking and reforming processes. Articles covered in the new work have appeared in various Association and gas industry publications as well as in a number of miscellaneous sources.

Requests for copies should be addressed to Mary E. Agee, librarian, American Gas Association, 420 Lexington Ave., New York 17, N. Y.





1950

## MAY

- 1-5 •A. G. A. Commercial Gas School, Hotel Gibson, Cincinnati, Ohio
- 3 •Missouri Association of Public Utilities, Joplin, Mo.
- 3 •New Jersey Gas Association, Home Service Workshop, Robert Treat Hotel, Newark, N. J.
- 4-5 •Oklahoma Utilities Association, annual meeting, Biltmore Hotel, Oklahoma City, Okla.
- 8-9 •A. G. A. Natural Gas Department, Spring Meeting, Mayo Hotel, Tulsa
- 8-11 •Liquefied Petroleum Gas Association, annual convention and tradeshow, Palmer House, Chicago, Ill.
- 8-12 •American Foundryman's Association, Cleveland, Ohio (A. G. A. will exhibit).
- 11-12 •Annual Convention, P.U.A.A., Kansas City, Mo.
- 16-18 •Pennsylvania Gas Association, Galen Hall, Wernersville, Pa.
- 18-19 •Wisconsin Utilities Association, Home Service Workshop, Milwaukee, Wisc.
- 22-24 •A. G. A. Production and Chemical Conference, Hotel New Yorker, N. Y.
- 23-26 •National Restaurant Association, Navy Pier, Chicago, Ill. (A. G. A. will exhibit)
- 25-26 •The Natural Gas and Petroleum Association of Canada, annual convention, Prince Edward Hotel, Windsor, Ontario
- 28-30 •GAMA annual meeting, Greenbrier, White Sulphur Springs, W. Va.
- 29-31 •Fifth Annual Short Course in Gas Technology, Texas College of Arts and Industries, Kingsville, Texas

## JUNE

- 6-9 •The Institution of Gas Engineers, Bournemouth, England
- 19-20 •Michigan Gas Association, Grand Hotel, Mackinac Island, Mich.
- 19-20 •A. G. A. New York-New Jersey Regional Gas Sales Conference, Essex & Sussex Hotel, Spring Lake, New Jersey
- 19-24 •Canadian Gas Association, annual convention, Manoir Richelieu Hotel, Murray Bay, Province of Quebec, Canada

## SEPTEMBER

- 8 •New Jersey Gas Association, annual meeting, Monmouth Hotel, Spring Lake, N. J.
- 14-15 •Mid-West Gas Association, gas school and conference, Ames, Iowa

## OCTOBER

- 2-6 •A. G. A. Annual Convention, Atlantic City, N. J.; GAMA Exposition of Gas Appliances and Equipment, auditorium, Atlantic City

ing, P. H. Butler, Jr., Washington Gas Light Co., set up guides for storekeepers. The storage methods described by Mr. Butler were designed to conserve space, maintain direct accessibility, facilitate inventory and utilize manpower to the fullest extent.

Substantial progress has been made toward standard packaging of pipe fittings and cocks, conferees learned on Tuesday afternoon. The meeting revolved around work of an A. G. A. committee headed by L. R. Michelsen, The Peoples Gas Light & Coke Co., and G. B. Herr, The Peoples Natural Gas Company. Many firms are now providing packaged material which facilitates storage, and the use of mechanical-handling equipment. A standard packaging display at the conference provided concrete evidence of work accomplished to date. Discussion brought out a variety of helpful comment on the standard packaging program.

Meetings on Wednesday featured reports on purchase requisitions and stores problems by John C. Sims, The Brooklyn Union Gas Co., and Charles J. Monica, Consolidated Edison Co. of New York, Inc., respectively.

A survey of 19 companies, Mr. Sims revealed, indicated that more than 50 percent of these companies have separate stores departments. In only six, however, do stores heads determine final quantities to buy, while others work in close cooperation with purchasing and operating. The ideal method, he said, would be a meeting of minds of all three groups.

Far too much paper work is involved in the handling and accounting for materials, Mr. Monica stated, in discussing data obtained from 18 companies. As an illustration, he noted that 34 percent of the effort in material handling and related paper work is spent on two percent of the total value of the material.

## Plant Accounting

Latest developments in plant accounting were stressed during two popular meetings on Tuesday under the chairmanship of H. Frank Carey, Long Island Lighting Co., and F. E. Drapalik, Union Electric Co. of Missouri.

Practices of 36 companies relating to the field verification of property record units, or cycle checking, were outlined in the opening paper by F. W. Ross, Pennsylvania Power & Light Co., Allentown.

Work order procedures for inside plant were described in a report presented by W. G. Pilgrim, The Peoples Gas Light & Coke Company. This session concluded with a full discussion during a question-and-answer period led by C. S. Jones, Consolidated Edison Co. of New York, Inc.

Leading off the afternoon meeting, C. M. Smith, The West Penn Electric Co., discussed possibilities of further simplification in plant accounting which should result in material economy. Aspects of betterment accounting were analyzed by A. J. Brodtmann, New Orleans Public Service Inc. In the last 15 years, Mr. Brodtmann pointed out, regulatory authorities have narrowed the problem of betterment accounting by prescribing retirement units of stated maximum size. Nonetheless, he continued, a wide area still exists within which the exercise of judgment is required.

## Taxation Accounting

Interest at the taxation accounting meeting Tuesday morning, led by H. W. Ziethen, The Peoples Gas Light & Coke Co., and C. J. Trudeau, Wisconsin Electric Power Co., centered on a panel discussion of the function and operation of various types of tax departments. With C. F. McCarthy, Arthur Andersen and Co., acting as moderator, a four-pronged approach to this subject was presented. Participating in the panel, in addition to Mr. McCarthy and Mr. Ziethen, were Thomas R. Hurns, The Detroit Edison Co., and W. L. Payne, Stone & Webster Service Corporation.

Introducing the panel, Mr. McCarthy warned against any disposition to treat the amount of tax liability lightly because the burden is passed along to the consumer.

"The shifting of needlessly high tax burden to consumers in the form of high rates will enhance the danger of a cry for municipal ownership of that company." Moreover, he continued, "a disregard of tax consequences will result in large unprovided-for tax deficiencies, and such non-recurring additional tax liabilities seldom can be recovered in rate increases."

Rounding out the taxation program, Walter S. Alt, Union Electric Co. of Missouri, conducted a discussion of recent court decisions.

(Continued on page 60)

# Personnel service

## SERVICES OFFERED

**Operating Executive**—First class education. 12 years' all phases manufactured gas. Labor relations and contract negotiation. Five years' research and development during war. At present in charge very large blue gas plant making synthesis gas for chemical processing. Excellent reason for making change. Eastern location. 1643.

**Editor**: Experienced writer (edit, rewrite, news, personals, markets, financial and corporate). Knowledge of layout and make-up. Proofreading and giving final O.K. Typist. College graduate capable of turning excellent background and training to good account in any worthwhile endeavor. Industrious, animated, personable. Opportunity more important than remuneration. 1644.

**Appliance Sales Manager**—successful background of appliance sales to customers and dealers. For the past twenty years directed retail and wholesale utility sales organization. Experience includes all phases of sales training—conducting sales meetings—assisting dealers—working with salesmen, etc. Desires position with manufacturer greater New York and Long Island. 1645.

Well known new business **Manager and Utilization Engineer** returning from overseas Army assignment. Twenty years' of outstanding results in customer relations has been followed by eight years' of duty as world-wide intelligence specialist and military governor with superior ratings. Assumes responsibility and authority easily and combines them with judgment. 1646.

**Editor and Production Man** employed for thirteen years by large company. Edited and pro-

duced house organ and advertising, layout and most of the writing. Experience in writing press releases and radio spots. Desires position with employee or trade association publication, or in public information field. Married. Law School graduate. (34) 1647.

Recent graduate (B.M.E.) C.C.N.Y.—Desires opportunity for trainee position in **Production or Development** work in gas industry. Prefer eastern area. (21) 1648.

**Engineer**—Desires position with future. Willing to start in any capacity for which my training fits me. Eastern location preferred, but willing to travel. (B.M.E.), January 1950. 1649.

**Engineer**—Staff Gas Engineer large consulting engineering organization presently engaged in transmission and distribution gas system design and other phases of the gas industry. Changeover experience. Seeks operating opening utility company. Professional Engineer. (B.M.E.)—(40). 1650.

## POSITIONS OPEN

**Junior Commercial Sales Engineer** for gas utility in Southeast soon converting to natural gas. Excellent opportunity for young sales engineer. Give education and experience, age and marital status. Enclose small photo. Advise salary expected. 0576.

**Junior Heating Engineer**—Gas utility soon converting to natural gas. Location in southeast. Excellent opportunity for young engineer. State age and marital status together with

outline of education and experience, include small photo. Advise expected salary. 0577.

**Engineer**—Experienced in residential, commercial and industrial gas surveys with ability to prepare economic reports on new distribution systems. Reports and surveys to be used in financing feasible projects. Only those with technical education and experience need apply. Location in South Central United States with established consulting firm. Write stating personal history, previous experience, references and salary expected. 0578.

California utility wants **Assistant to Chief Accountant**. Experience, general accounting (utility desirable). Supervisory experience, I.B.M. activities. Write giving full particulars. 0579.

Nation-wide consulting firm has vacancy for a **Gas Engineer** with minimum of 8-10 years experience in the production, transmission and distribution of natural and/or manufactured gas. Location: New York City. Some travel involved. Reply giving details of experience and education. 0580.

**Assistant to Executive** in charge of rates, large natural gas system operating in Appalachian area. Engineering graduate under 45. Experience in rate case work before State and Federal commissions, development of rate structures, contract negotiations. New York City headquarters. Unique opportunity for right man having the necessary professional and personal qualifications. Write complete details of background and experience. Also state references and salary required. 0581.

## Accounting conference

(Continued from page 59)

The Depreciation Committee of EEI, Alex. E. Bauhan, Public Service Electric & Gas Co., chairman, sponsored a comprehensive agenda in two sessions on Tuesday. Depreciation practices of various companies were discussed and a case history presented. In addition, salvage, commission regulations, court and commission decisions, income tax and book depreciation were major topics. Among the speakers on this program were: M. J. Gonzales and John W. Balet, both of Consolidated Edison Co. of New York, Inc.; P. LeRoy Griffith, Gilbert Associates; William J. Foster, Jr., New York State Electric & Gas Corp.; Charles T. Dwight, The Hartford Electric Light Co.; and Maurice R. Scharff, New York.

## Internal Auditing

At two full-fledged meetings on Tuesday a broad-gauged internal auditing program was presented under the direction of Jack K. Laurentz, The Brooklyn Union Gas Co., and Harris R. Symes, The Detroit Edison Company.

Following a progress report of the

joint subcommittee by Mr. Laurentz, a round-table session was held on the accounting, controlling and auditing of materials and supplies. P. J. Buzanga, Consolidated Edison Co. of New York, Inc., led the discussion which consisted of four major parts, as follows: spare and emergency parts—J. B. Schmid, Long Island Lighting Co.; merchandise and appliance service parts—J. C. Meyers, Union Electric Co. of Missouri; general materials and supplies—W. T. Hofstetter, The Peoples Gas Light & Coke Co.; and salvage and scrap material—A. I. Russak, The Cincinnati Gas & Electric Company.

Growth in stature of the internal auditor was traced by H. A. Martinson, Boston Consolidated Gas Co., in the first talk at the final session. From a checker of financial records, he has advanced until his scope includes all company operations, Mr. Martinson said.

While the verification aspect of auditing is important to management, the greatest opportunity and challenge lies in the investigative and appraisal approach, W. T. Hamilton, The Cleveland Electric Illuminating Co., told this group. Emphasis on cost reduction, productivity and economy mindedness has

given internal auditing a real chance to establish itself as an effective tool of management, he declared.

The relationship between systems and internal auditing work was explained by W. L. Schoonmaker, Public Service Electric & Gas Co. "It is difficult," he said, "considering the characteristics of growth and change to devise systems which can keep abreast of all developments. This places a continuing responsibility on the internal auditor to examine and appraise the efficiencies of the accounting systems and their administration." In conclusion, Mr. Schoonmaker emphasized the ceaseless challenge to develop ever-improving practices.

Discussion of the topic presented by Mr. Schoonmaker was led by Harris R. Symes, Detroit Edison Company.

The meeting concluded with a public accountant's viewpoint of the internal auditor by B. F. Jackson, Price Waterhouse and Co., St. Louis.

Delegates from all parts of this country and Canada who attended the conference rated it one of the most successful ever held. A wealth of information, inspiration and fresh viewpoints were fruits of this annual affair.

# A.G.A. Advisory Council

WALTER C. BECKJORD....Cincinnati, Ohio  
 EVERETT J. BOOTHBY...Washington, D. C.  
 JAMES A. BROWN.....Jackson, Mich.  
 W. M. CHAMBERLAIN...Grand Rapids, Mich.  
 ARTHUR C. CHERRY.....Cincinnati, Ohio  
 LYMAN L. DYER.....Dallas, Texas  
 KARL EMMERLING.....Cleveland, Ohio  
 B. T. FRANK.....Milwaukee, Wisc.  
 W. R. FRASER.....Detroit, Mich.  
 C. S. GOLDSMITH.....Brooklyn, N. Y.  
 H. E. HANDLEY.....Jackson, Mich.  
 R. H. HARGROVE.....Shreveport, La.  
 LYLE C. HARVEY.....Cleveland, Ohio  
 W. M. JACOBS.....Los Angeles, Calif.  
 L. E. KNOWLTON.....Providence, R. I.  
 H. N. MALLON.....Cleveland, Ohio  
 W. F. MCCONNOR.....Pittsburgh, Pa.  
 NORTON MCKEAN.....Albany, N. Y.  
 E. P. NOPPEL.....New York, N. Y.  
 R. L. O'BRIEN.....Detroit, Mich.  
 D. P. O'KEEFE.....Los Angeles, Calif.  
 LEON OURUSOFF.....Washington, D. C.  
 C. E. PAIGE.....Brooklyn, N. Y.  
 HUDSON W. REED.....Philadelphia, Pa.  
 L. E. REYNOLDS.....Hartford, Conn.  
 JOHN A. ROBERTSHAW...Greensburg, Pa.  
 W. F. ROCKWELL.....Pittsburgh, Pa.  
 W. H. RUDOLPH.....Newark, N. J.  
 HERMAN RUSSELL.....Rochester, N. Y.  
 LOUIS B. SCHIESZ.....Indianapolis, Ind.  
 D. B. STOKES.....Burlington, N. J.  
 T. J. STRICKLER.....Kansas City, Mo.  
 CHARLES A. TATTERSALL..Syracuse, N. Y.  
 E. J. TUCKER.....Toronto, Canada  
 J. H. WARDEN.....New York, N. Y.  
 L. V. WATKINS.....New York, N. Y.  
 JOHN A. WILLIAMS.....Syracuse, N. Y.

## PAR COMMITTEE

Chairman—E. J. Boothby, Washington Gas  
 Light Co., Washington, D. C.

## FINANCE COMMITTEE

Chairman—Frank H. Lerch, Jr., Consolidated  
 Natural Gas Co., New York, N. Y.

# Associated organizations

## GAS APPLIANCE MANUFACTURERS ASSOCIATION

Pres.—Stanley H. Hobson, Geo. D. Roper  
 Corp., Rockford, Ill.  
 Man. Dir.—H. Leigh Whitelaw, 60 East 42nd  
 St., New York, N. Y.

## CANADIAN GAS ASSOCIATION

Pres.—Charles M. Seiger, United Gas & Fuel  
 Co. of Hamilton, Ltd., Hamilton, On-  
 tario.  
 Exec. Sec.—George W. Allen, 7 Astley  
 Ave., Toronto.

## FLORIDA-GEORGIA GAS ASSOCIATION

Pres.—John L. Arnold, Albany, Ga., Gas De-  
 partment.  
 Sec.—Tr.—J. W. Owen, Central Florida Gas  
 Corp., Winter Haven, Fla.

## ILLINOIS PUBLIC UTILITIES ASSOCIATION

Pres.—C. W. Organ, Central Illinois Light  
 Co., Springfield, Ill.  
 Sec.—Tr.—T. A. Schlink, Central Illinois Light  
 Co., Springfield, Ill.

## INDIANA GAS ASSOCIATION

Pres.—C. K. Graham, Southern Indiana Gas  
 & Electric Co., Evansville, Ind.  
 Sec.—Tr.—Clarence W. Goris, Northern Indi-  
 ana Public Service Co., Gary, Ind.

## MARYLAND UTILITIES ASSOCIATION

Pres.—Glenn T. Swisher, The Potomac Edison  
 Co., Frederick, Md.  
 Sec.—Raymond C. Brehaut, Box 338, Fred-  
 erick, Md.

## MICHIGAN GAS ASSOCIATION

Pres.—Don E. Herringshaw, Consumers Power  
 Co., Jackson, Mich.  
 Sec.—Tr.—A. G. Schroeder, Michigan Con-  
 solidated Gas Co., Grand Rapids, Mich.

## MID-SOUTHEASTERN GAS ASSOCIATION

Pres.—E. Leier, Columbia South Carolina  
 Electrical Gas Co., Columbia, S. C.  
 Sec.—Tr.—Edward W. Ruggles, North Caro-  
 lina State College, Raleigh, N. C.

## MID-WEST GAS ASSOCIATION

Pres.—D. J. Reimers, Minnesota Valley Gas  
 Co., St. Peter, Minn.  
 Sec.—Tr.—Harold E. Peckham, Northern States  
 Power Co., St. Paul, Minn.

## MISSOURI ASSOCIATION OF PUBLIC UTILITIES

Pres.—Robert W. Otto, Laclede Gas Co., St.  
 Louis, Mo.  
 Gen. Counsel—Wm. H. Allen, 101 W. High  
 Street, Jefferson City, Mo.

## NATURAL GAS AND PETROLEUM ASSOCIATION OF CANADA

Pres.—C. N. Glenney, Provincial Gas Co.,  
 Ltd., Fort Erie, Ontario.  
 Sec.—Joseph McKee, United Gas and Fuel  
 Co. of Hamilton, Ltd., Hamilton, Ont.

## NEW ENGLAND GAS ASSOCIATION

Pres.—John A. Hiller, Portland Gas Light  
 Co., Portland, Me.  
 Exec.—Sec.—Clark Belden, 41 Mt. Vernon St.,  
 Boston, Mass.

## NEW JERSEY GAS ASSOCIATION

Pres.—Louis W. Becker, Jr., Elizabethtown  
 Consolidated Gas Co., Elizabeth, N. J.  
 Sec.—Tr.—Elmer A. Smith, Public Service Elec-  
 tric and Gas Co., Newark, N. J.

## OKLAHOMA UTILITIES ASSOCIATION

Pres.—D. W. Reeves, Oklahoma Natural  
 Gas Co., Tulsa, Okla.  
 Sec.—Kate A. Niblack, 625 Biltmore Hotel,  
 Oklahoma City, Okla.

## PACIFIC COAST GAS ASSOCIATION

Pres.—N. Henry Gellert, Seattle Gas Co.,  
 Seattle, Wash.  
 Man. Dir.—Clifford Johnstone, 447 Sutter St.,  
 San Francisco, Calif.

## PENNSYLVANIA GAS ASSOCIATION

Pres.—L. B. Richards, The Harrisburg Gas  
 Co., Harrisburg, Pa.  
 Sec.—William Naile, Lebanon Valley Gas  
 Co., Lebanon, Pa.

## PENNSYLVANIA NATURAL GAS MEN'S ASSOCIATION

Pres.—Irving K. Peck, The Manufacturers  
 Light & Heat Co., Pittsburgh, Pa.  
 Exec. Sec.—Mark Shields, 2619 Grant Bldg.,  
 Pittsburgh, Pa.

## SOUTHERN GAS ASSOCIATION

Pres.—C. H. Horne, Alabama Gas Corp.,  
 Birmingham, Ala.  
 Man. Dir.—Robert R. Suttle, 1922 M & W  
 Tower, Dallas 1, Texas.

## WISCONSIN UTILITIES ASSOCIATION

Pres.—Alfred Gruhl, Wisconsin Electric  
 Power Co., Milwaukee, Wis.  
 Exec.—Sec.—A. F. Herwig, 135 West Wells  
 St., Milwaukee, Wis.

# American Gas Association

HEADQUARTERS, 420 LEXINGTON AVE., NEW YORK 17, N. Y.

A. G. A. LABORATORIES • 1032 East 62nd Street, Cleveland 3, Ohio • 1425 Grande Vista Avenue, Los Angeles, Calif.

## ◀ Officers ▶

President .....	HUGH H. CUTHRELL .....	Brooklyn, N. Y.
First Vice-President .....	D. A. HULCY .....	Dallas, Texas
Second Vice-President .....	GEORGE F. MITCHELL .....	Chicago, Ill.
Treasurer .....	EDWARD F. BARRETT .....	Mineola, N. Y.
Assistant Treasurer .....	V. T. MILES .....	Mineola, N. Y.
Managing Director .....	H. CARL WOLF .....	New York, N. Y.
Secretary .....	KURWIN R. BOYES .....	New York, N. Y.

## ◀ Department Chairmen ▶

Manufactured Gas Department .....	GEORGE F. MITCHELL .....	Chicago, Ill.
Natural Gas Department .....	D. A. HULCY .....	Dallas, Texas

## ◀ Section Vice-Presidents and Chairmen ▶

Accounting Section .....	JOHN H. W. ROPER .....	Washington, D. C.
Residential Gas Section .....	H. PRESTON MOREHOUSE .....	Newark, N. J.
Industrial and Commercial Gas Section .....	D. W. REEVES .....	Tulsa, Okla.
Manufacturers' Section .....	CARL A. SCHLEGEL .....	Philadelphia, Pa.
Publicity and Advertising Committee .....	R. G. BARNETT .....	Portland, Ore.
Operating Section .....	ERNEST G. CAMPBELL .....	Chicago, Ill.
A. G. A. Laboratories .....	ARTHUR F. BRIDGE .....	Los Angeles, Calif.

## ◀ Directors ▶

F. M. BANKS .....	Los Angeles, Calif.	F. A. LYDECKER .....	Newark, N. J.
A. M. BEEBEE .....	Rochester, N. Y.	J. F. MERRIAM .....	Omaha, Neb.
N. B. BERTOLETTE .....	Hartford, Conn.	DEAN H. MITCHELL .....	Hammond, Ind.
L. B. BONNETT .....	New York, N. Y.	JAMES S. MOULTON .....	San Francisco, Calif.
EDWARD G. BOYER .....	Philadelphia, Pa.	ROBERT W. OTTO .....	St. Louis, Mo.
H. R. COOK, JR. ....	Baltimore, Md.	ARTHUR B. RITZENTHALER .....	Mansfield, Ohio
E. H. EACKER .....	Boston, Mass.	J. FRENCH ROBINSON .....	Cleveland, Ohio
HENRY FINK .....	Detroit, Mich.	FRANK C. SMITH .....	Houston, Texas
J. N. GREENE .....	Birmingham, Ala.	A. H. STACK .....	Tampa, Fla.
OLIVER S. HAGERMAN .....	Charleston, W. Va.	ALLYN C. TAYLOR .....	Reading, Pa.
JOHN L. HALEY .....	Syracuse, N. Y.	PAUL R. TAYLOR .....	New York, N. Y.
D. P. HARTSON .....	Pittsburgh, Pa.	JOHN VAN NORDEN .....	New York, N. Y.
ROBERT W. HENDEE .....	Colorado Springs, Colo.	THOMAS WEIR .....	Chatham, Ontario
STANLEY H. HOBSON .....	Rockford, Ill.	HARRY K. WRENCH .....	Minneapolis, Minn.
RICHARD H. LEWIS .....	Pittsburgh, Pa.	CHARLES G. YOUNG .....	Springfield, Mass.
C. H. ZACHRY .....		Dallas, Texas	

## ◀ Association Staff ▶

Managing Director .....	H. CARL WOLF	Coordinator, Promotion .....	H. VINTON POTTER
Assistant Managing Director and Secretary, PAR Committee .....	JOHN W. WEST, JR.	Secretary, New Freedom Gas Kitchen Program .....	NORVAL D. JENNINGS
Assistant Managing Director and Director, Natural Gas Dept. ....	GEORGE H. SMITH	Director, Advertising .....	CHARLES W. PERSON
Secretary and Convention Manager .....	KURWIN R. BOYES	Director, Publicity .....	GEORGE A. McDONALD
Secretary, Manufactured Gas Dept. and Operating Section .....	A. GORDON KING	Director, A. G. A. Laboratories (Cleveland, Ohio) .....	EDWIN L. HALL
Controller .....	O. W. BREWER	Manager, Pacific Coast Branch Laboratories (Los Angeles, Calif.) .....	W. H. VOGAN
Director, Bureau of Statistics .....	OTTO E. ZWANZIG	Coordinator, Utilization Research .....	EUGENE D. MILENER
Secretary, Accounting Section .....	THOMAS J. SHANLEY	Consultant, Research .....	DR. N. K. CHANEY
Secretary, Industrial and Commercial Gas Section .....	MAHLON A. COMBS	Coordinator, Gas Production Research .....	THOMAS LEE ROBEY
Director, Commercial Cooking Promotion .....	JOHN J. BOURKE	Utilization Engineer .....	C. GEORGE SEGELER
Secretary, Residential Gas Section .....	F. W. WILLIAMS	Manager, Publications .....	JAMES M. BEALL
Home Service Counsellor .....	JESSIE McQUEEN	Editor, A. G. A. Monthly .....	JAC A. CUSHMAN



Calif.

N. Y.  
Tenn.  
ago, Ill.  
N. Y.  
N. Y.  
N. Y.  
N. Y.

ago, Ill.  
Tenn.

D. C.  
k, N. J.  
t, Ohio.  
hia, Pa.  
d, Ont.  
ago, Ill.  
st, Calif.

k, N. J.  
t, Nabr.  
nd, Ind.  
o, Calif.  
uis, Minn.  
d, Ohio.  
d, Ohio.  
n, Texas.  
apo, Fla.  
ing, Pa.  
k, N. Y.  
k, N. Y.  
Ontario  
s, Minn.  
d, Mass.

POTTER

NNINGS

PERSON

DONALD

L. HALL

VOGAN

MILNER

CHANET

E ROBT

SEGLER

A. BEALL

USHMAN